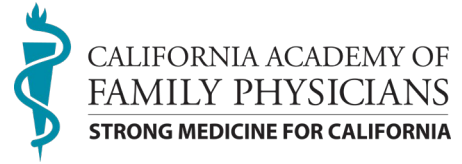


CALIFORNIA ACADEMY OF FAMILY PHYSICIANS
Position title: **Manager, Member Engagement**
Status: Exempt
Reporting to: Director of Marketing and Membership
Location: Sacramento-based (some remote working optional)



Job Summary

Great opportunity for someone interested in being a part of a dynamic team working to support family physicians in their efforts to improve health care for all Californians. The Member Engagement Manager works with the CAFP team to produce effective strategies to support member experience, retention, and recruitment. Primary areas of responsibility are marketing/communications and membership management. The Member Engagement Manager will work to improve the member experience, expand grassroots efforts, and maximize member communications. The Member Engagement Manager will be comfortable using member data in Salesforce to develop marketing campaigns, website content and member events.

About Us

California Academy of Family Physicians (CAFP) is a nonprofit, membership association with close to 11,000 members across the state. Our mission is to empower, educate and connect current and future family physicians to improve the health of all Californians. To achieve this mission, we advocate on behalf of family physicians, support them in practice with educational programs and services, and foster community by connecting family physicians with one another.

We are an organization that respects and promotes diverse perspectives and experience, as well as supports professional development. We strive for a healthy California and a healthy staff, emphasizing a work/life balance that may include a flexible schedule and remote working.

Duties and Responsibilities

Membership

- Oversee membership administration processes, including working on monthly dues receipts and reporting, member activity reports, and ensuring accurate member information in Salesforce.
- Provide member support, including answering routine questions about dues payments, CAFP events and website navigation.
- Assist with the implementation of new member engagement campaigns to enhance the member experience.
- Coordinate annual efforts to encourage timely membership.

Marketing and Communications

- Manage e-mail marketing programs and campaigns (e.g., Constant Contact, MailChimp, Emma).
- Organize and format regular e-newsletters and other member communication.
- Assist in developing graphics for communications campaigns.
- Assist with regular website updates and edits using WordPress.

Required Qualifications

- Bachelor's Degree in journalism, communications, marketing, or other relevant degree OR at least 8 years of experience in a similar role.
- Proficiency with Microsoft Office suite products (Word and Excel) and Google products.
- Ability to establish priorities and work independently.
- Desire to think creatively and take initiative, while working collaboratively in a team-based setting.
- Excellent written and verbal communications skills.
- Highly organized with attention to detail and accuracy.

Preferred Qualifications

- Ability to effectively use Adobe Creative Cloud.
- Familiarity with Salesforce or other CRM platform.
- Experience with WordPress or similar CMS/web development program.

How to Apply

Candidates that meet the requested requirements should send a cover letter and resume to jobs@familydocs.org with a subject line "Manager, Member Engagement".