

# NATIONAL ASSOCIATION OF SOCIAL WORKERS

## JOB DESCRIPTION STATEMENT

**TITLE:** Membership and Communications Strategist

**POSITION STATUS:** Part-Time

**UNIT:** Chapter Operations

**ISSUE DATE:**

**DEPARTMENT:** NASW-MS

**SUPERCEDES:** None

**REPORTS TO:** Chapter Executive Director

**PAY LEVEL:**

**FLSA STATUS:** Non-Exempt

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### I. MAJOR FUNCTIONS:

Under the strategic direction of the Chapter Executive Director, the Marketing, Communications Strategist works towards the effective functioning of the NASW-MS Chapter. This role improves the way the Chapter serves and recruits members and potential members. This position works with the Chapter executive director and staff to plan, implement, and manage services that will enhance Chapter membership experience and communications.

### II. BASIC DUTIES AND RESPONSIBILITIES:

1. Design and implement annual plan for membership recruitment and retention initiatives including but not limited to, contacting new members within 30 days of membership, contacting lapsed members within 30 days, maintain membership database, develop, and maintain a scheduled routine of communication regarding membership renewals and thank you correspondence in coordination with the chapter's membership committee.
2. Assist the Board and Membership Committee in planning activities and events to assist with member recruitment and retention; address all membership inquiries in a timely and effective manner.
3. Establish and maintain relationships with each school of social work in the Chapter's service area; coordinate with schools and faculty to visit virtually or in person for membership recruitment.
4. Develop and prepare online newsletter and other materials.
5. Identifies and collects relevant data to evaluate results of marketing initiatives.
6. Plan and manage membership events in partnership with other staff, including but not limited to activities such as special workshops, monthly web conferencing events, etc.
7. Formulate and implement an annual strategic communication plan including the supervision of NASW-MS website in partnership with the National Office.

8. Develop and manage NASW-MS social media strategy and postings on all platforms, oversees the production of audio and/or video media, serves in a public relations capacity by coordinating press releases, media advisories, ensuring letters to the editor and position statements and other external communications as well as coordinating advertising for chapter publications as approved by the executive director.
9. Leads chapter communication under the direction of the Executive Director while ensuring consistent branding, writing, editing, and messaging in all materials.
10. Ability to work independently in a self-motivated capacity and multi-task within a fast-paced environment which includes changing and/or competing priorities; assists with answering the telephone.
11. Collaborates with Chapter Executive Director, other staff members; may supervise student interns as well as partnering with and/or directing some of the work of volunteers.
12. Participates in special projects as needed; work may include nights and weekends.
13. Other duties as assigned by the Chapter Executive Director

### **III. MINIMUM WORK REQUIREMENTS:**

#### **Skills:**

1. Excellent verbal and written communications skills, including the ability to effectively communicate to a wide range of audience members
2. Expertise in web conferencing and oral communication skills; experience with social media
3. Ability to manage time effectively, develop and adhere to timelines and deliver various projects according to plan design
4. Ability to plan, organize, and manage a wide array of business-related services including building and maintaining cooperative business relationships and manage the process from content generation to presentation to a variety of audiences
5. Strong problem identification skills, including the ability to problem solve and generate creative solutions, exercise common sense and sound judgment, and make effective decisions based on accurate and timely analyses
6. Detailed oriented and the ability to think critically

#### **Knowledge:**

1. Bachelor's degree is required, preference for a relevant field of study such as Communication, Marketing, or Social Work
2. Knowledge of Microsoft Office products and web-conferencing software preferred

#### **Experience:**

1. Minimum 3 years' work-related experience preferred -- ideally at a professional association and/or nonprofit setting.
2. Working knowledge of Learning Management Systems and membership database. Prefer experience with taking an active role in periodic events/conferences or similar activities including membership experience

#### IV. ATTRIBUTES

1. **Results driven:** He/she sees the big picture, assists with the development and monitoring of key performance metrics to produce the desired results.
2. **Strong business acumen:** He/she sees opportunities and emerging trends, and is knowledgeable about the operations, unique needs, and goals specific to member-driven, not-for-profit organizations.
3. **Partnership:** This individual is able to build trust internally and externally and must be viewed as highly professional, discreet, and accountable.
4. **Organizational agility:** He/she has a thoughtful, respectful communication style that fosters an open environment
5. **Perceptive:** He/she is creative and intuitively recognizes opportunities and takes appropriate action.

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This document describes general job duties and responsibilities. It is not a complete listing of job duties. Further clarification should be obtained from the supervisor listed above (e.g. Work plans, performance standards, task lists etc.). Incumbents may be required to perform tasks related to these duties. Major changes in job duties should be incorporated in this description.

NASW is an **equal opportunity employer**. All applicants will be considered for **employment** without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status