



Physicians Caring for Texans

TEXAS MEDICAL ASSOCIATION JOB DESCRIPTION

DEPARTMENT Association Management Services
TITLE Specialty Society Manager
SUPERVISOR Associate Vice President, Association Management Services

BASIC FUNCTION

To provide an executive association management service for specialty society clients to produce non-dues income for TMA.

MAJOR RESPONSIBILITIES/TASKS

1. Act as liaison between specialty societies and TMA; promote benefits of being managed at TMA, strengthen and maintain good relationship between TMA and specialty societies.
2. Arrange for CME programs, create and produce educational materials, develop and coordinate educational programs and symposia, arrange for speakers, educate the public, legislators, and regulatory agencies on issues of import to societies.
3. Plan meetings and events for societies. Duties include, but not limited to, negotiating contracts with hotels/convention centers, negotiating and arranging speaker contracts and travel, site selection, CME programs, financial planning for meetings, recruitment of sponsors and exhibitors, developing published materials and reports, on-site management, media attention, and collaboration with other groups (joint meetings).
4. Coordinate all activities of Boards and Committees; research issues and make recommendations, implement board development annually, plan and staff meetings, implement decisions made, and publish reports.
5. Provide financial management. Develop operating budgets for societies approval, manage society accounts and bookkeeping, produce financial reports, complete and file corporate tax returns and/or supervise CPA, report on TMA investment program, and manage AP/AR.
6. Conduct studies and surveys to determine impact of socioeconomic issues on physicians. Represent societies at state regulatory institutions, make contact with third party payers, develop third party relations with state Medicare, Medicaid, managed care groups, etc.
7. Serve as managing editor for newsletters. Write, edit, design and publish educational materials and brochures, membership directories, recruitment brochures, and promotional materials for meetings.
8. Research and track legislative, socioeconomic, and regulatory issues affecting each specialty society

9. Serve as a resource of information to memberships on legislative issues; develop capitol visitation programs, legislative workshops, and political education. Brief and prepare physicians for testimony to legislative committees and regulatory boards.
10. Develop and maintain key contact programs.
11. Serve as liaison between specialty societies and TMA and TEXPAC. Coordinate and implement grassroots lobbying and/or supervise lobbyist.
12. Represent Texas societies at national meetings, as requested.
13. Implement parent chapter policy, programs and benefits at state level.
14. Network with other specialty society executives to increase the visibility of Texas associations.
15. Direct and manage membership activities. Report statistical data and tracking, analyze demographics, prepare and implement recruitment and retention strategies for societies.
16. Develop and implement special projects and programs; operate and oversee foundations.
17. Research potential grant sources, write grants, and fulfill grant reporting requirements.
18. Solicit pharmaceutical sponsorships and exhibits, and conduct membership solicitations.
19. Supervise and promote member services including, but not limited to, insurance plans through parent chapter, retirement/investment plans, credit cards through parent chapter, patient records software through parent chapter, publications, workshops, and TMA member services, workshops, and publications.
20. Serve as media and public relations contact for societies. Write and issue press releases, coordinate press activities, produce and distribute Public Service Announcements, develop speakers bureaus, implement media/public relations seminars for members, produce educational materials (video tapes, cassettes), and serve as spokesperson for societies, if requested by leadership.
21. Perform other related duties as directed or required.

SUPERVISORY RESPONSIBILITY

General supervision of society membership coordinators.

INDEPENDENCE/SUPERVISION RECEIVED

Duties are performed independently to achieve assigned objectives; however, methods and procedures may not be specifically defined. Employee may be required to develop or research appropriate methods and procedures to be used.

GENERAL QUALIFICATION REQUIREMENTS

Knowledge and Experience:

Requires basic understanding of a specialized area of knowledge normally acquired through attainment of college degree in related field, and 2 to 3 years experience. Knowledge of meeting management, grant writing, association law, association finance, and public policy preferred. Computer software knowledge to include Windows, Word, QuickBooks, Excel, and iMIS. CMP

(Certified Meeting Professional) and CAE (Certified Association Executive) desired, but not required.

Skills and Abilities:

Ability to understand and follow oral and written instructions and to deal effectively with other TMA employees. Must be organized and able to manage multiple tasks. Ability to plan work and deal effectively with members and the public. Proficient in word processing and spreadsheet software. Excellent interpersonal, grammar, writing and telephone skills. Must have financial and long range planning expertise, business plan development skills, and negotiating skills.

The purpose of a job description is to describe the overall function and general responsibilities of a job. Job descriptions are used in hiring and training and to provide employees with a better understanding of employer expectations. Descriptions are revised as job responsibilities change.