



Physicians Caring for Texans

TEXAS MEDICAL ASSOCIATION JOB DESCRIPTION

DEPARTMENT Membership Development
TITLE Membership Development Manager, Marketing & Recruitment
SUPERVISOR Director, Membership Development

BASIC FUNCTION

Develop, implement, and manage successful strategies to recruit and retain physician members in the Dallas and Fort Worth areas. This includes required research and analysis of target markets, conducting calls and appointments, arranging meaningful sales material, and delivering on follow up. Demonstration of performance will require regular reporting including reviewing the trend of dues collections, number of total members, and membership by category.

MAJOR RESPONSIBILITIES/TASKS

1. Craft and implement recruitment strategies employing means such as:
 - a. recruitment, and retention campaigns
 - b. face-to-face encounters with members and nonmembers
 - c. ongoing analysis of non-member and member data
 - d. local visibility and membership outreach to current and prospective members
 - e. segment marketing and messaging for specific audiences
 - f. identifying appropriate vehicles and venues for marketing efforts
 - g. direct mail correspondence and collateral materials
2. Use available information to pursue new business, and ensure return on investment of development strategy.
3. Ensure the value of membership of the association and societies is represented, member service opportunities are timely and relevant, and current issues are appropriately leveraged for marketing efforts.
4. Maintain state and local market relationships and presence, including travel to county medical societies, academic health centers, meetings, and visits with physician groups.
5. Plan and coordinate meetings, communications, and activities for assigned counties including outreach, recruitment and retention efforts, program and leadership development, management and fiscal oversight.
6. Perform other related duties as directed or required.

SUPERVISORY RESPONSIBILITY

No supervisory responsibility.

INDEPENDENCE/SUPERVISION RECEIVED

Methods and procedures may not be specifically defined. Instead, assignments are usually defined in terms of board objectives and functions rather than specific tasks. Employee may be required to develop or research appropriate strategies to be used to achieve assigned objectives and work with others to implement.

GENERAL QUALIFICATION REQUIREMENTS

Knowledge and Experience: Bachelors degree and recent experience in direct sales or marketing and knowledge of the health care profession preferred. Proficiency in Microsoft Office Suite and other sales tracking applications. Association experience a plus.

Skills and Abilities:

Must meet deadlines, be self motivated, skilled at multi-tasking, well organized and able to plan work which requires evaluating facts to determine courses of action. Strong oral, written and electronic communication and interpersonal skills are essential. Cross-divisional coordination and effective communication with other professionals required and essential to success. Ability to adapt quickly to changing environment and demonstrate both independent and collaborative judgment needed. Must be skilled in customer service, marketing and messaging development and implementation.

The position will require reliable transportation for local travel and flexibility for occasional work before and after normal business hours.

To Apply:

Please go to www.texmed.org

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Follow the application instructions for consideration. Email completed employment application and resume to resumes@texmed.org. No walk-ins, faxes or phone calls, please.