

# Job Description: Member Engagement Coordinator

**Reports to:** President & CEO and collaborates closely with events, programs, and marketing staff.

GPHCC is dedicated to the success of Latino entrepreneurs and professionals in the Philadelphia region. We are currently searching for an energetic Member Engagement Coordinator to work at our headquarters. A successful candidate will have excellent customer service skills, will be a self-starter, detail-oriented and is someone who enjoys going the extra mile to make a difference in the community, enjoys being part of a team and takes pride in their work.

## Responsibilities and Requirements

The Coordinator of Member Engagement plays a vital role in enhancing and maintaining the organization's member experience by creating and executing strategies to engage, retain, and grow the membership base. This position requires a proactive and organized individual who can effectively communicate with members, develop engagement initiatives, and collaborate with various teams to ensure a strong and active membership community.

### Member Engagement and Retention:

- Develop and implement comprehensive membership engagement strategies to enhance member attraction, retention, and growth.
- Analyze member demographics, preferences, and feedback to tailor engagement initiatives to different segments of the membership base.
- Collaborate with the marketing team to create targeted communication materials that effectively promote membership benefits and events.

### Event Planning and Execution:

- Support events team in the planning and execution of member-focused events, webinars, workshops, and networking opportunities to encourage active participation and interaction.
- Work with events team to secure venues, speakers, sponsors, and resources needed for successful event execution.
- Support events team to ensure seamless event logistics, including registration, communication, and follow-up

#### Member Communication:

- Manage member communication channels, including newsletters, website, social media, and online forums, to provide timely updates, share valuable content, and facilitate member discussions.
- Generate high quality content for various platforms, including social media, newsletter, and press releases.
- Respond promptly to member inquiries, feedback, and concerns, ensuring a high level of member satisfaction.

#### Member Outreach and Relationship Building:

- Reach out to existing and potential members to understand their needs, collect feedback, and address concerns.
- Build strong relationships with members through personalized interactions, demonstrating a genuine interest in their engagement and success.
- Attend relevant events and conferences to represent the organization and network with potential members and stakeholders.

#### Data Management and Reporting:

- Maintain accurate and up-to-date member records, ensuring that information is organized and accessible for effective communication.
- Track and analyze membership engagement metrics to evaluate the effectiveness of initiatives and identify areas for improvement.
- Generate regular reports to inform leadership about membership trends, engagement levels, and the success of various engagement strategies.

#### Collaboration and Teamwork:

- Collaborate with cross-functional teams, including marketing, communications, and program development, to align membership engagement initiatives with organizational goals.
- Participate in team meetings, providing insights and contributing ideas to enhance the overall member experience.

#### Qualifications

- Bachelor's degree in marketing, communications, business administration, or a related field (relevant experience may substitute for formal education).
- Fluency in Spanish, written and oral communications.
- Excellent written and verbal communication skills, with the ability to communicate effectively with diverse audiences.
- Proven experience in membership engagement, community management, event planning, or related roles.

- Strong organizational and project management skills, with the ability to manage multiple initiatives simultaneously.
- Proficiency in using communication tools, social media platforms, and membership management software.
- Analytical mindset with the ability to gather, interpret, and present data to inform decision-making.
- Customer-focused approach and a passion for building strong member relationships.
- Ability to work independently and collaboratively within a team-oriented environment.
- Ability to occasionally lift and carry materials (10-20 lbs.).

This job description is intended to convey information essential to understanding the scope of the role. It is not intended to be an exhaustive list of qualifications, responsibilities, or tasks associated with the position. The organization reserves the right to modify or amend job duties as necessary to meet the needs of the business.

### Compensation & Benefits:

- Salary is commensurate with experience.
- A hybrid work environment that supports work-life balance
- A collegial and collaborative work environment that values creativity
- GPHCC contributes towards the health insurance, including dental, of full-time employees. Any additional coverage for spouses and/or dependent children is at the expense of the employee.
- Technology allowance
- Generous paid vacation, holidays, and sick time

**PLEASE NOTE:** All active full-time, part-time, and temporary staff are required to provide **proof of full vaccination (COVID-19)** as a condition of employment.

### Application Process

Submit resume, including three (3) references to [CEO@philahispanicchamber.org](mailto:CEO@philahispanicchamber.org), with the position title on the subject line.

No phone calls, please.

**GPHCC is proud to be an equal opportunity employer.**