

Membership Engagement Director

About Rural Health Association of Tennessee:

RHA is a 501(c)3 non-profit with the mission to lead the way for a healthy Tennessee through partnerships, advocacy, education, and resources. We are a member-led, staff-driven organization committed to making Tennessee among the healthiest states in America.

Position Description:

The Membership Engagement Director will be part of a collaborative team that elevates the member experience through communications and member experiences. This position is directly responsible for planning and delivering RHA's Annual Conference, Rural Health Clinic (RHC) Annual Summit, webinars, etc.; This position reports to the Sr. Director, Membership and may supervise 1-3 Coordinator or Contractor positions.

Position Responsibilities:

- Provide leadership in member recruitment, retention, and engagement efforts.
- Oversee the member engagement process including member orientation and onboarding, renewals, invoicing, and ongoing communications.
- Collaborate with internal and external subject matter experts to determine online and in-person education needs, develop learning objectives, and successfully host events.
- Oversee RHA's Annual Conference including leading a volunteer Conference Committee, securing the event venue, event logistics, sponsorships.
- Oversee the planning and implementation of Regional Events, Day on the Hill, Annual RHC Summit, and Summer Webinar Series.
- Establish and manage RHA's communication strategy to ensure the quality, frequency, and consistency of our communications efforts with members and public.
- Supervise the Membership Coordinator and/or contract positions responsible for RHA social media and website content, member services, and/or program Managers/Coordinators.
- Plan, prepare, and support pre and post member meeting communications such as RHC Advisory Network, Board Meetings, and other member group meetings.
- Assist in the development and publication of RHA's Annual Report.
- Generate a minimum of \$100,000 in Annual Conference revenue and \$30,000 in Membership dues.
- Track and report member engagement, evaluations, and other relevant performance measures as required by RHA and/or funders.
- Work cross functionally with other RHA staff to support all programs and organizational goals as identified by RHA's strategic plan and contracts.
- Develop and maintain strong relationships with RHA Members and Partners.
- Assist with special projects as needed.

Travel Requirements – Up to 30% Time

- Travel is required for RHA's Annual Conference, Regional Events, Day on the Hill
- Occasional travel to Huntingdon and Murfreesboro, TN offices.
- Occasional out of state travel for funder/partner meetings; instate member meetings.

Qualifications:

- Bachelor's degree and a minimum of 5 years' experience in nonprofit communications.
- Demonstrated knowledge and commitment to rural health issues.
- Must be detail-oriented, accurate, motivated, proactive, and able to meet deadlines.
- Able to plan, prioritize, and complete tasks with minimum supervision.
- Demonstration of excellent interpersonal, initiative, teamwork, problem solving, communication (verbal and written), project management skills required.
- Strong customer service skills, organizational skills, and a positive attitude.
- Experience working with a high-performing and collaborative team.
- Flexible with ability to manage multiple projects in an efficient and timeline manner.

Preferred Skills:

- Experience working with websites and learning management systems.
- Experience facilitating meetings and online workshops.
- Experience working with a remote team and remote management.

Additional Information:

- Starting salary is \$65,000.
- Hybrid position; 2-3 days in Huntingdon or Murfreesboro office; 2-3 days remote.
- Exempt position. Standard work week is 37.5-hours, Monday – Friday, option to start/end day one hour early/late. Some evenings and weekends required.
- Generous time off and schedule flexibility
- 100% employee health insurance option, Teladoc subscription
- \$50/month home office stipend, travel reimbursement (does not include travel to office)
- Professional development opportunities.

Application Instructions:

- Qualified candidates submit a resume and cover letter detailing interest via RHA's job board: <https://rhat.mcjobboard.net/jobs>
- All positions are subject to a minimum of a 90-day probationary period. Option to extend the probationary period if the employee and/or the employer do not feel they've had sufficient time to determine if the employee and job are appropriately matched.

RHA is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, sex, sexual orientation, gender identity, religion, national origin, age, protected veteran status, disability status, or any other characteristic protected by law.

Responsibilities and benefits are subject to change based on funding and/or funder requirements.

JOB DESCRIPTION ACKNOWLEDGEMENT FORM

I have received a copy of the job description for my position:

Position: _____

Revision Date (if applicable): _____

I have reviewed this job description and I understand all my job duties and responsibilities. I am able to perform the essential functions as outlined. I understand that my job may change on a temporary or regular basis according to the needs of my location or department, or the grant/contract funder, without it being specifically included in the job description. If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my immediate supervisor or a member of the Executive Team.

I further understand that future performance evaluations and merit increases to my pay are based on my ability to perform the duties and responsibilities outlined in this job description to the satisfaction of my immediate supervisor.

I have discussed any questions I may have had about this job description prior to signing this form.

Employee's Signature

Date

Employee's Name (please print)