

Member Services and Technology Coordinator

Job Description

Overview

The primary function of the Member Services and Technology Coordinator (the MSTC) is to work at the direction of the Executive Director to achieve the mission and goals of the Association; to promote growth and excellence in New England newspapers through networking, continuing education, technology and recognition. The MSTC helps develop, helps plan, coordinate and execute the specific functions of the Association that satisfy the mission and goals.

Job Summary

The MSTC assists in the development and coordination of member service programs and services, meeting deadlines and quality requirements. The MSTC is responsible for assisting in the expansion of general public relations outreach to third-party entities (other media, colleges, companies) and helping to identify and develop potential revenue generating opportunities for NENPA.

Areas of Direct Responsibility

Member Services

- Help identify potential new members, make initial and follow-up contacts and provide appropriate membership materials
- Ensures the timely update and branding of the NENPA Website
- Help identify and contact potential customers, including other non-profit and civic organizations, private schools, marketing and public relations firms, etc.
- Provide monthly status reports on membership to staff
- Coordinate any aspects of the NENPA Bulletin activities as deemed appropriate by the executive director
- Communicate with members, non-members, other press associations and members of the general public in a professional and courteous manner about the Association and newspaper industry-related matters.
- Work closely with the Administrative Assistant, coordinating efforts on an as-needed basis to execute association projects and functions.
- Develop, produce and tract e-mail promotions, online registrations, newsletter sponsorships and banner ads through multiple vendors to generate sales leads.
- Develop, produce, and distribute e-mail campaigns.

Annual Winter Convention and Trade Show

- Assist the Convention Planning Committee (CPC) in all aspects of annual planning
- Help coordinate aspects of on-site convention: registration, sessions, lunches, trade show
- Assist in all other conventions functions as the need may arise and at the direction of the executive director including convention set-up and breakdown
- Coordinate, compile and report convention evaluation to CPC
- Perform any other tasks to assist the CPC as deemed appropriate by the executive director.

Better Newspaper Contest

- Work with the Contest Committee in all aspects of annual planning including review and revision of contest rules; attend all contest committee meetings and take minutes.
- Coordinate the process, review for eligibility, sorting of all contest entries for judging
- Coordinate and answer any questions regarding the judging process
- Coordinate recording the contest results and preparation of all necessary winners' lists and judges' comments for awards supplement and other purposes.
- Produce PowerPoint presentation for Better Newspaper contest winners.
- Sort and organize winning entries for construction of display at convention
- Keep accurate records of contest winners and considerations for possible contest changes
- Work with executive director to arrange for and coordinate all aspects of awards banquet.

Newspaper Directory

- Work with the appropriate Committee and the executive director to review and revise format and listing qualifications
- Coordinate the preparation and distribution of listing information packet to all known newspapers in New England for annual update
- Coordinate the process of returned listing information, updating database and Web site.

Press Release Service

- Maintain listing of press release contacts.
- Promote NENPA Press Release Service
- Send out press releases and process payments

Membership Dues Billing

- Work with the appropriate Committee and the executive director to review membership eligibility and dues structure
- Coordinate the preparation and distribution of dues bills
- Coordinate the process of dues payments received
- Prepare membership and payment reports upon request from the executive director.

Information Technology

- Oversee and produce association website content and design. Assist with copy and help with online promotions. Continually manage, enhance and maintain website for maximum impact.
- Update and maintain the Association's web page in a timely fashion.
- Distribute e-Bulletin to subscribers; maintain e-Bulletin contact list
- Coordinate with NENPA Bulletin staff when necessary.
- Compile and maintain database of all known colleges, universities and libraries; produce and distribute marketing materials to same for sale of the directory.
- Work with Bookkeeper to compile, update and maintain an accurate database of Association membership (including all new members), key personnel, dues billing, dues payment and history.

Requirement Details

- Excellent organizational skills
- Excellent interpersonal skills, team player attitude
- Strong attention to detail
- Strong computer skills are imperative
- Strong verbal and written communication skills
- Ability to multi-task and meet deadlines with multiple priorities
- Experience using Microsoft Office Suite (Word, Excel, Access, PowerPoint)

Preferred Skills

- Experience with database management (i.e., Access)
- Experience writing and editing promotional materials
- Experience using online marketing programs (i.e., Constant Contact)
- Some experience as a Web Coordinator, including experience using web development, design and maintenance tools, such as Dreamweaver, Web 2.0, HTML, JavaScript
- Experience using graphic design programs such as Adobe InDesign, Photoshop, Acrobat
- BA/BS in related field