Job Title: Senior Manager of Membership and Communication Strategy
Employment Status: FTE Hybrid/Remote
Salary: $75,000 - $90,000 DOE

Position Summary:
As the Senior Manager of Membership and Communication Strategy, you will play a vital role in driving membership outreach and communication strategies for the California Association of Alcohol and Drug Program Executive, Inc (CAADPE). Your responsibilities will encompass developing, executing, evaluating, and innovating comprehensive communication plans for CAADPE. Your leadership will extend to fostering a robust social media presence, increasing website traffic, and driving engagement through blogs, briefs, newsletters, and reports.

In addition to your communication-focused duties, you will spearhead efforts to expand and enhance our membership base. Your role will involve strategizing and implementing outreach initiatives to attract new members, as well as developing programs and activities to ensure the ongoing engagement and satisfaction of existing members.

As a pivotal leader within our team, you will collaborate closely with CAADPE staff to propel our mission and vision forward. Your interpersonal finesse will shine as you collaborate with a diverse cohort of professionals, all united by a collective dedication to achieving excellence.

Duties/Responsibilities:

Communication Strategy
- Craft and execute a comprehensive strategic communication blueprint that aligns with the organization's mission and objectives.
- Support CAADPE grant work and operational issues associated with training and technical assistance.
- Stay attuned to the latest trends and insights in communication landscapes, encompassing social media channels, websites, newsletters, e-blasts, and more.
- Supervise the creation and distribution of diverse communication collateral, ranging from newsletters and press releases to annual reports, white papers, policy briefs, and digital content.
- Institute and uphold an effective tracking mechanism to gauge the impact and efficiency of communication endeavors, adapting strategies as circumstances warrant.
- Foster and nurture affiliations with media entities, adeptly managing media inquiries to ensure accurate and favorable portrayal of the organization.
- Fuel the organization's advocacy and fundraising initiatives through the development of compelling narratives and messages.
- Oversee the organization's online presence, including websites and social media platforms, ensuring uniform messaging and current information dissemination.
Membership Engagement and Outreach

- Design and execute a dynamic strategy for fostering and recruiting memberships.
- Explore innovative and novel approaches to engage members, grounded in research.
- Monitor the outcomes of diverse outreach initiatives to ensure their impact and enhance effectiveness.
- Coordinate the creation of membership kits and promotional resources.
- Forge connections and establish rapport with members and potential members.
- In collaboration with operations staff, ensure successful member events.

Membership Management

- Devise and execute a comprehensive yearly membership strategy, guaranteeing Member services are relevant, user-centric, and aligned with CAADPE's mission and objectives.
- Lead orientations for newly onboarded Members, ensuring they have a solid grasp of CAADPE's offerings and ethos.
- Analyze the evolving market demands and advocate for adjustments to membership classifications, ensuring constant alignment with shifting needs.
- Respond adeptly and empathetically to Member feedback, concerns, and requests.
- Sustain the integrity of the Member database, email lists, and Members' records, ensuring accurate and up-to-date information management.

Qualifications:

Experience

- A minimum of three years showcasing progressive experience and escalating responsibilities within communication and membership support.
- Familiarity with membership management software, including platforms like MemberClicks.
- Crafting outreach materials and formulating engagement strategies to heighten visibility and bolster membership.
- Adeptness in writing, spanning newsletters, media releases, or analogous content geared toward effectively representing CAADPE to the broader public, existing members, and potential members.
Personal Qualifications

- Highly organized, self-motivated and able to work independently to meet goals
- Outstanding customer service acumen, promptly addressing member feedback, queries, and issues to ensure optimal resolution.
- A dedicated team collaborator, esteeming cooperative efforts with a varied staff, member agency leaders, and personnel.
- Proven ability to comprehend and adeptly respond to intricate challenges.
- Excellent writing skills with demonstrated experience conveying key messages clearly, timely and succinctly.

Compensation:

Although primarily remote, regular visits to the Sacramento office will be anticipated. The annual salary for this position ranges between $75,000 and $90,000.

The California Association of Alcohol and Drug Program Executive, Inc. is committed to diversity and inclusivity in its workforce. We actively encourage applications from individuals of diverse backgrounds, including people of color, those with bilingual and bi-cultural proficiencies, and members of the LGBTQ+ communities. As an equal opportunity employer, we value and respect the richness that diverse perspectives bring to our organization.

Contact:
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