

## **Position Title: Communications & Membership Coordinator**

### **Basic Function:**

Coordinate communication and marketing activities for the Optometric Physicians of Washington (OPW), a state professional association. Responsible for social media outlets/content, website development and oversight, advertising sales, editorial duties, public relations, and membership recruitment/retention marketing projects.

### **Specific Responsibilities:**

1. Manage, create, and keep current multi-platform campaigns for the Association's social media accounts, including Facebook, Twitter, LinkedIn, and Instagram.
  - Manage social media calendar.
  - Coordinate with staff and OPW committees for weekly posts on events, news, featured members, etc.
  - Increase engagement among platforms.
  - Create and manage analytics.
2. Design, develop and supervise content of OPW website through Ingeniux and the American Optometric Association.
  - Serve as Webmaster for OPW website.
  - Create and manage advertising opportunities.
  - Upload and manage on-line, on-demand CE courses.
  - Serve as staff liaison with OPW committees and staff in creation of design/content of web pages.
  - Assist with IT in technical/programming issues.
3. Design, develop and supervise the production of all print and e-based materials (collateral and periodical) including:
  - Kane Hall and Advancing Eye Care seminar marketing pieces.
  - Membership recruitment/retention brochures/programs/invitations/new member packets.
  - e-Communications (surveys, questionnaires, and member feedback instruments).
  - Help with FYEyes newsletter.
4. Maintain a communications calendar for member eBlasts and SMS messages.
5. Provide graphic design skills in the creation of print and web-based media. Ability to create a wide range of graphic images for marketing of association events and initiatives.
6. Oversee and coordinate sales, marketing, and billing of advertising. Develop and maintain ongoing rapport with advertisers. Prepare and update media kit for distribution to advertisers/sponsors. Establish advertising rates according to prevailing market conditions. Coordinate placement of advertising in FYeyes newsletter and on OPW website. Establish and interpret mechanical/prepress specifications for advertisers as needed.
7. Coordinate membership recruitment/retention initiatives with the Executive Director and Outreach Coordinator.
  - Create membership dashboard.
  - Identify membership goals for recruitment and target non-members.
  - Notify Membership Committee of new members.
  - Provide membership list for Board Reports and to staff, Executive Committee, and Society Presidents as needed.
8. Develop and manage OPW online Store
  - Research new product ideas and obtain bids for promotional products.
  - Design, develop and supervise production of logo/promotional materials.

- Manage in-house publications/product items inventory and reorder as needed.
- Keep current books, product items and photos in the Store on the website.
- Develop and implement Product Sales initiatives to move inventory.
- Provide monthly sales reports to the Deputy Executive Director.

9. Attend OPW Meetings/Conferences as needed.

10. Complete special projects as assigned.

Google Suites experience is a must.

Hootsuite experience or similar product a plus.

Internal Relationships:

Reports to TSPS Executive Director.

Benefits:

- Salary ranges \$55,000 - \$60,000, depending on experience.
- Remote (Washington State resident).
- Flexible times and schedule.
- Employment includes health insurance, employer matched retirement, PTO + sick time, vision benefits, home office and travel reimbursement.

About us:

Established over a century ago, OPW's mission is to enhance the vision and eye health of the public and advance the profession of optometry. Our vision is to create member value through advocacy, education and promotion. With over 600 members, the goals of the strategic plan are accomplished through the work of staff, the Board of Trustees, and member volunteers. For more information visit us online at [www.eyes.org](http://www.eyes.org)

Please submit your resume, and cover letter that includes the desired salary range no later than July 1, 2023, to: [opw@eyes.org](mailto:opw@eyes.org). Interviews will be held via zoom.