

BUSINESS PROFESSIONALS OF AMERICA, INC.
MEMBERSHIP & MARKETING COORDINATOR
JOB POSTING

Application Deadline: August 18, 2021

ABOUT US: Business Professionals of America (BPA) is a career and technical student organization with approximately 45,000 student members across the nation and in Peru, China and Haiti. With a focus on business and IT, the mission of BPA is to develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth and service.

ABOUT THE POSITION: The Membership & Marketing Coordinator is responsible for supporting Business Professionals of America membership and marketing efforts with a focus on the acquisition, retention, engagement and support of our association membership and the promotion of the organization to members, sponsors, partners and other stakeholders.

PRIMARY RESPONSIBILITIES

Membership: Develop and implement strategies for retention of existing members and recruitment and cultivation of new members, including the creation of new member benefits and regular solicitation of member feedback. This position will:

- Collaborate with new and existing states and districts committed to expanding the BPA network;
- Cultivate programs, initiatives, and policies designed to increase and enhance membership;
- Create, update, and distribute information to current members as well as prospective members;
- Curate BPA's virtual resources for members in partnership with BPA team members;
- Participate in BPA's evaluation program with a focus on member service excellence and ongoing program and service evaluations;
- Manage and grow all aspects of the Virtual membership and Independent BPA Chapters;
- Manage and grow all aspects of the Alumni membership through a variety of strategies, programs and activities;
- Provide high-quality customer service to our state and local association members;
- All other member services as needed.

Marketing: Establishes and oversees the day-to-day marketing plan for the organization. This position will:

- Play a role in optimizing marketing automation and lead marketing processes through email, content, and social media;
- Monitor existing engagement metrics for our member community and disseminate data and analytics across the organization;

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- Work with the appropriate team members in deploying successful marketing campaigns and educational content to increase satisfaction, engagement, and retention of member community;
- Continue to learn about the changing digital marketing landscape, specifically as it relates to marketing technology and automation;
- Manage online member community, monitor posts, respond when necessary, and brainstorm strategies for increasing satisfaction and engagement;
- Develop strategies to personalize digital campaigns for organization's members;
- Support new and existing initiatives that will drive traffic, member acquisition, and retention;
- Communicate across teams to ensure accurate and timely processing of all member retention, renewal, and engagement outreach, including yearly registration processes, and the management of our member databases;
- Coordinate the development of communication content, including newsletters, interactive and downloadable resources, and social channels.

EDUCATION, KNOWLEDGE, SKILLS, AND ABILITIES

- A minimum of a Bachelor's degree in marketing, communications, or related field with experience in digital marketing and member services, a Master's degree preferred
- Experience and understanding of nonprofit association management with previous experience in a membership or marketing department for a student member association;
- Experience editing/content managing websites;
- Understanding of website analytics tools (e.g., Google Analytics) and experience running detailed reporting;
- Strong persuasive and informative writer with experience engaging with diverse audiences and refining complex information into easily understandable briefs;
- An innovative and determined approach to problem solving in the face of technological challenges and limitations;
- Experience identifying target audiences and driving web traffic, with a knowledge of inbound marketing approaches and tactics;
- Strong project management, time management, and organizational capabilities with the ability to manage numerous competing priorities;
- Proficiency with Microsoft Office Suite;
- Ability to interact successfully and diplomatically with a wide range of constituents, including members and internal staff;
- All other projects and duties as assigned.

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WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS:

The physical requirements for this role are customary to an office setting, seated or standing at a desk with standard office equipment and technology. Reasonable accommodations will gladly be made to enable individuals with disabilities to perform essential job functions. Some travel is required. The BPA National Center is located in Columbus, Ohio, but the responsibilities of this position can be performed remotely.

COMPENSATION: This is a full-time, potentially remote-based position. This position currently reports to the Executive Director/CEO, with an annual salary of \$50,000 and a generous benefits package.

APPLICATION DEADLINE: August 18, 2021

Interested candidates must submit a cover letter describing their interest in, and qualifications for this position along with a resume. Please send all documentation electronically to lross@bpa.org. Review of applications will begin immediately. NO PHONE CALLS PLEASE.

COMMITMENT TO DIVERSITY, EQUITY AND BELONGING

Business Professionals of America has a commitment to diversity, equity and belonging and as such we work to ensure that our own team is diverse and inclusive, and that the entire team – regardless of background or identity – feels empowered to bring their authentic selves to work. We are eager to welcome future team members who share our commitment to diversity, inclusion, and equity; we also strongly encourage individuals from diverse backgrounds to apply.