

ORGANIZATION: Medical Society of the State of New York

JOB TITLE: Director of Membership and Marketing

REPORTS TO: Executive Director

LOCATION: Westbury or Albany, New York

ORGANIZATION'S WEBSITE: <http://mssny.org>

SUMMARY: The Medical Society of the State of New York (MSSNY), the membership organization representing New York State physicians, is seeking a Director of Membership and Marketing.

The Director of Membership and Marketing is responsible for recruiting, retaining, and engaging physician members, in addition to developing and executing the organization's membership strategy and operations. This individual will manage a team overseeing membership outreach and billing, as well as member benefits, programs and events. The individual needs to possess an inquisitive and creative mind, enthusiasm and passion for MSSNY's mission to promote healthcare reform centered on the patient-doctor relationship, a collaborative and team-oriented leadership style, and an ability to hire, train and manage staff.

RESPONSIBILITIES: Director will be responsible to develop and execute the organization's overall membership strategy, including but not limited to:

- Create and deliver effective marketing programs that will help grow MSSNY's reputation and membership.
- Identify, develop and promote member benefits.
- Maintain relations with physician members by organizing and developing specific member-relations programs and events.
- Speak and present to small and large groups to promote MSSNY.
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, etc.).
- Establish analytics to understand how MSSNY's marketing activity impacts membership, and continually refine the process to convert potential members, including analyzation of marketing data (campaign results, conversion rates, traffic etc.) to help shape future outreach strategies.
- Achieve financial objectives for membership including preparation of an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions.
- Recruit, select, train, and manage employees, emphasizing a team approach.
- Ensure timely billing of physician members and resolution of membership questions and problems.
- Review and recommend needed changes to MSSNY billing IT system.

PREFERRED QUALIFICATIONS:

- Bachelor's Degree.
- Minimum 5 years' experience.

- Well-versed in marketing concepts, principles, and tactics to deliver effective marketing programs that will help MSSNY's reputation and growth.
- Knowledge of the environment in which physicians work and ability to acquire a deep understanding of mission of MSSNY, its target customers, and how our products and services fulfill their needs.
- Strong organization and problem-solving abilities.
- Excellent written, verbal and presentation skills.
- Expertise in content development and optimization, advertising, events planning etc.
- Experience in digital marketing, product marketing, email marketing, IT systems management, social media, and web analytics.
- Highly analytical and able to derive meaning from database information for communications and marketing purposes.

SALARY AND BENEFITS:

Competitive salary and attractive fringe benefit package that includes health, dental, 401(k), paid vacation, personal and sick leave as well as holidays.

APPLICATION INSTRUCTIONS:

To apply, please e-mail your resume and cover letter to hrm11590@gmail.com.
In the cover letter include salary requirements.