## 

## **Specialist, Affiliate & Member Relations**

**Current Incumbent:** Vacant

**Department:** NAA Education Institute

**Reports to:** Director, Professional Development and Member Programs

**Direct Reports:** 0

**Status:** Full-Time, Non-Exempt

**Updated:** 04/01/2022

## **Summary of Position:**

The Affiliate & Member Relations Specialist serves as an NAAEI liaison to NAA’s Affiliate Network to provide support and increase visibility of NAA’s Education Institute products and services, inclusive of professional development and credentialing programs. The Specialist serves as the main point of contact to NAA’s Marketing & Communications and Client Solution Center. In addition, the Affiliate & Member Relations Specialist supports the department with assigned project-based work and other administrative duties as requested.

## **Principal Responsibilities:**

**Marketing and Editorial:**

* Works with the NAA Marketing and Communications Department to execute on marketing strategies for the promotion of NAAEI programs.
* Works with NAA Marketing and Communications Department to generate NAAEI marketing materials, such as digital ads, booths, brochures, press releases, social media, etc.

• Reviews, edits and uploads new information on the NAAEI portion of the NAA website.

* Continually audits the website for any necessary updates and makes recommendations.
* Assist with other editorial projects as assigned.

**Affiliate Engagement:**

* Plans, organizes, and leads monthly Affiliate Education Webinars designed to engage Affiliates with NAAEI’s education products and services.
* Prepares communications and PowerPoints for Affiliates and/or other Audiences.
* Develops content and oversees logistics related to Affiliate NAAEI Exchange Conference.
* Conducts regular outreach efforts with Affiliates to provide support for NAAEI products and services, as well as conducts surveys as needed.
* Responds in a timely and professional manner to affiliate requests related to NAAEI programs and services.

**Customer Support:**

* Serves as a liaison to NAA Client Solution Center (CSC)
* Regularly retrains CSC agents
* Handles escalated customer service issues
* Responds to all student-related needs
* Reviews and processes renewal applications and continuing education credits
* Supports the department with assigned project-based work and other administrative duties as requested.

## **Position Qualifications:**

***Required***

* 3-4 years of relevant customer service experience, preferably with education and credentialing programs
* Non-profit association experience preferred
* Excellent written and verbal communication skills
* Demonstrated organizational skills
* Ability to manage multiple projects simultaneously
* Proficiency in Microsoft Office
* Excellent customer service skills
* Adaptable to changing conditions that impact workflow
* Demonstrated knowledge of computer databases and contact management systems (CRMs)
* Some travel may be required