



**HEALTH CENTER
PARTNERS**
of Southern California

A Family of Companies



JOB DESCRIPTION

JOB TITLE: Member Services Manager **STATUS:** Exempt Full-Time

REPORTS TO: Executive Vice President and Chief Operations Officer

DIRECT REPORTS: None

This job description is intended to be a general statement about this job and is not to be considered a detailed assignment. It may be modified to meet the needs of the organization.

JOB SUMMARY

The Member Services Manager is responsible for both the execution of Health Center Partners' member services program and its member retention strategies. Through this program and these strategies, this position will implement member-centric integrated solutions and help identify new opportunities for member education, services, resources, and business intelligence for members' decision guidance. This will require planning and implementation of a variety of project initiatives in support of members, including a robust training and technical assistance program. The Member Services Manager will also participate in the design and development of program operating goals, objectives, and protocols, working closely with internal staff and external stakeholders. He/she will serve as a key point of contact for both internal staff and members, providing technical/professional consultation, guidance and support, as appropriate. The Member Services Manager will be responsible for completing assigned projects on time and within budget. This position will be responsible for member relations and membership issues across diverse geographies, audiences and issues. This position will be responsible for growing and improving membership outreach, member retention, service and dues-related activities of Health Center Partners of Southern California (HCP).

Essential Functions

- Manages all aspects of membership services, program and benefit development, relationship management, customer service/fulfillment, members' questions related to benefits of membership, and budget.
- Manages new member on-boarding into the Family of Companies including introductions (via phone and in person) to ensure the education and understanding of member benefits and services available to their specific membership and areas of program interest.
- Updates and maintains a member database to ensure the most updated information with specific details and proper coding for follow-up actions with respect to membership activities.
- Develops and executes an annual training and technical assistance calendar of events based on members' needs and priorities matrixed across HCP's various learning communities.
- Promotes a member-oriented focus and feedback loop, develops action plans and required metrics for membership training, technical assistance, and communication initiatives.
- Oversees membership application process. Monitors and processes member Web site login requests.

- Serves as a liaison between internal staff and members on matters relating to the member experience; maintains ongoing communication with the staff of member organizations and works to identify methods to resolve challenges and opportunities for process improvement; participates in problem resolution utilizing strength-based and appreciative inquiry methods; represents to the membership decisions made by organizational leadership on matters associated with the member experience and other assigned projects.
- Explores new ways of soliciting input and feedback from members to ensure HCP remains relevant and in touch with the needs of the membership.
- Assesses current programs and services and makes necessary adjustments for improvement.
- Prepares written conference reports, impact reports minutes, agendas and other project-related correspondence for internal and external distribution.
- Responsible for ensuring that strong positive relationships are developed with all HCP departments and internal staff, member CEO's and their staff, strategic program partners and stakeholders.
- Responsible for HCP's member benefits plan, articulation of the member value proposition, consistently evaluates HCP's member offerings, and makes appropriate improvements for present and future needs.
- Collaborates with other HCP staff to identify opportunities for member retention and engagement in all HCP programs and services.
- Works with the communication team to develop and disseminate member marketing materials (e.g., brochures, letters, emails, web). Works with the communication team to proactively identify ways to leverage social media and technology for member value.
- Keeps abreast of trends and innovations in membership strategies and organizations, and new ways to attract, retain, and engage members with diverse needs.
- Develops and monitors criteria to measure and report on the effectiveness of all membership programs, analyzes existing member/non-member demographics, implements data collection processes and conducts market research to determine competition, areas of growth/improvement, and membership feedback.

QUALIFICATIONS

Skills

Must have experience and performance ability in the Federal 330 Federally Qualified Health Center Program, its key requirements, operations and programming. Also, must have in-depth experience in adult learning and the development and delivery of adult training and technical assistance programs. Also, must have: expertise in all major business software applications; demonstrated ability to understand and respond to the needs of target audiences or member segments; significant business and stakeholder relationship building experience; knowledge of strategic and operational planning; excellent written and verbal communication and presentation skills; project management skills to manage schedules, deadlines and budgets for ongoing initiatives; ability to work as part of a team and to work independently; exceptional relationship management skills with a broad range of internal and external customers; analytical, critical and creative thinking and judgment skills. Must be: a self-initiator, well-respected, with proven management, industry relations, and membership building expertise derived from work with successful programs in successful organizations.

Education/Experience

Master's degree in Education or Adult Learning, Marketing, Business, or a health-related field is preferred. Bachelor's degree in Business, General Management, Marketing, Strategy or a related discipline is required. Five to seven years of progressively responsible membership development and member services experience at a professional society; or, an equivalent combination of training and experience related to this job. Must have skills in marketing and sales, customer service/customer care, operations and staff leadership with a strong background in leadership and business development.

PHYSICAL REQUIREMENTS

- Ability to sit or stand for long periods of time
- Ability to reach, bend and stoop
- Physical ability to lift and carry up to 20 lbs.

HIPAA/COMPLIANCE

- Maintain privacy of all patient, employee and volunteer information and access such information only on as need to know basis for business purposes.
- Comply with all regulations regarding corporate integrity and security obligations. Report Unethical, fraudulent or unlawful behavior or activity.

I acknowledge that I have read and understand this job description. My signature below certifies that I am able to perform the essential duties and responsibilities of this position. I have also discussed any accommodations that I feel I might need to allow me to perform these essential functions. Additionally, I agree to abide by the policies and procedures established by the Health Center Partners of Southern California.

Signature

Date

Employee Name (please print)