

CAPC POSITION DESCRIPTION

I. TITLE OF POSITION: Center to Advance Palliative Care, Member Relations Associate

II. DEPARTMENT: Membership

III. SUPERVISOR'S TITLE: Director of Member Services

IV. POSITION DESCRIPTION:

The Center to Advance Palliative Care (CAPC) is a national organization dedicated to increasing the availability of quality health care for people living with a serious illness. As the nation's leading resource in its field, CAPC provides health care professionals and organizations with the training, tools, and technical assistance necessary to effectively meet this need. The Member Relations Associate is a highly visible member of the CAPC team. She/he will work directly with health care organizations across the nation that are implementing initiatives to improve the quality of care for patients with serious illness.

The ideal candidate will have experience managing member relationships and providing excellent customer support. He/she will also have strong analytical and problem-solving skills and quickly acquire an in-depth understanding of CAPC's CRM and learning management system. Preference will be given to those with an understanding of the US health care system and health care dynamics.

Duties and Responsibilities:

- A. Respond to member requests for information and offer personalized tours regarding the utilization of CAPC member resources, technical assistance, and training.
- B. Proactively maintain accurate member accounts in Salesforce database by updating organizational and contact records.
- C. Identify and proactively engage current members at risk of not renewing through personal phone calls and emails.
- D. Present "How to Use CAPC Membership" webinars.
- E. Onboard new single entity member organizations, reviewing all welcome materials and engaging with these organizations from the time of activation.
- F. Track and analyze member utilization by preparing reports and pulling data from Salesforce database.
- G. Collect and synthesize user feedback to inform future product development and effective messaging.

H. Represent CAPC at industry events.

V. BACKGROUND REQUIREMENTS

- A. Bachelor's degree required
- B. Knowledge of the health care field strongly preferred
- C. 3+ years of professional experience in health care and/or membership (track record of outside engagement)
- D. Ability to effectively communicate in a team-oriented environment
- E. Strong verbal/telephone skills
- F. Demonstrated ability to manage multiple projects
- G. Exceptional interpersonal skills
- H. Thrives in a dynamic and fast-paced entrepreneurial environment
- I. Demonstrated experience working with databases; Salesforce a plus
- J. Experience presenting to small and large audiences a plus
- K. Excellent writing and communication skills
- L. Facility with Microsoft Office suite
- M. Ability to quickly learn new technologies, tools and processes
- N. Ability to travel occasionally

Incumbents may perform other related duties as required. CAPC has the right to revise this position description at any time. CAPC is an "at-will" employer and as such, this position description does not constitute any form of a contractual arrangement between the incumbent and CAPC.

HOW TO APPLY

Please submit **Cover Letter** and **Resume** by highlighting and right clicking the link below:

<https://capc.submittable.com/submit/180280/member-relations-associate>