MEMBER ENGAGEMENT AND COMMUNICATIONS MANAGER

American Health Information Management Association (AHIMA) has a wonderful opportunity for a Member Engagement and Communications Manager position.

Position Purpose

The main purpose of this role is to manage a strategic approach to membership benefit development and communication in order to:

- Develop, implement, and manage AHIMA programs designed to demonstrate value to student members, new graduate members, and full AHIMA members.
- Grow the profession by enhancing and evolving a career development program that prepares members and student members to be future AHIMA/HIM leaders.
- Lead the effort to position key volunteer groups to give a voice to student and newly graduated professionals within AHIMA and the industry.
- Enhance and leverage AHIMA’s social media and other communication pieces with a strategic and centralized approach in order to improve the member experience.

The position is responsible for the following:

- Develop, implement, and manage member benefit portfolio especially as it relates to student members and career resources. Responsible for environmental scanning research and benchmarking of other associations, recommend enhancements to member recruitment and retention efforts. Recommend new member benefit content to keep the association relevant for approval by senior management. Execute related communication and promotion plans.
- Establish ongoing career preparation services for AHIMA members via multiple delivery channels including based upon team recommendations, such as, but not limited to: managing and enhancing and updating the Career Map, Webinars, toolkits, the Mentor Match Program, the job board, career fairs and more for members at all stages of their careers.
- Lead, advise and manage the Student Advisory and New Graduate Leadership Committees and plan annual Student Academy and other Annual Convention events. Develop meeting content; arrange speakers, logistics, and agenda items in order to meet the needs of the audience.
- Assist in defining strategy for member communications via social media and other vehicles. Serve as liaison to work cross-functionally with relevant teams in the association to create an integrated plan for member communication across the organization. Responsible for implementation of the strategy and outcomes.
- Develop and conduct membership presentations to various audiences with messages related to student membership and career prep and development, both via webinar and as part of live events.

Position Requirements
• Bachelor’s Degree, preferably in communications, marketing or a related field or equivalent experience.
• 5-7 years of relevant experience
• Solid project management skills
• Knowledge of marketing concepts, practices, and tactics.
• Strong written, verbal (including presentation ability), and digital communication skills
• Ability to manage cross functional teams and workflows
• Ability to manage groups of volunteers and the deliverables generated by said groups.

Contact
If interested in becoming part of the AHIMA team, please e-mail your resume with salary requirements to: hr@ahima.org

About AHIMA
AHIMA is the premier association of health information management (HIM) professionals. AHIMA represents more than 101,000 health information professionals. AHIMA is committed to advancing the HIM profession in an increasingly electronic and global environment through leadership in advocacy, education, certification, and lifelong learning. AHIMA is recognized as the premier source of “HIM knowledge,” the respected authority for rigorous professional certification, and one of the industry’s most active and influential advocates in Congress.