

WESTERN BANKERS ASSOCIATION

EMPLOYEE JOB DESCRIPTION

Employee Name:		Department: Communications	
Position Title: Director, Membership Communications		Hire Date:	
Supervisor's Name: Beth Mills		Department Head's Name: Beth Mills	

Employee Classification: Exempt

Position Summary

Membership and External Communications

- Drive social media engagement through the development of comprehensive digital and social media strategies. Oversee all the association's social media programs, including Twitter, Facebook and LinkedIn. Develop appropriate content for each platform to help promote association initiatives and activities.
- Manage all association video and podcast production and promotion in coordination with the manager of media and technology.
- Create and publish the following: a weekly electronic communication to members regarding association activities and upcoming events and programs, quarterly email highlighting association initiatives and achievements that demonstrate the value of WBA membership.
- In collaboration with the vice president of education, manage the development and production of articles and other content for the *WesternBanker* magazine.
- Responsible for managing and growing the association's coalition network.
- Manage and development targeted promotional campaigns to increase and encourage utilization of the association's season pass program.
- Develop customized membership solutions/outreach campaigns that engage and increase participation.
- Implement sponsor marketing agreements on web and in email communications.
- Work with the appropriate WBA teams to plan and determine the optimal mix of marketing programs (email marketing, direct mail, social media, etc.) for all

association initiatives including promotion of government relations, professional programs, strategic partners program, new member recruitment and retention efforts, the season pass program and the association's group insurance trust product offerings.

- Assist with WBA media advocacy and communications efforts that include member communications on advocacy related issues, editorial board meetings, opinion editorials, press conferences and media events and press releases.
- Oversee WBA's graphic designer outsourced graphic designer, with responsibility for the direction and development of all WBA printed and electronic collateral material.
- Ensure all online content is strategic, current and engaging. This position is responsible for coordinating web content across departments, making recommendations for new content and changes and implementing changes.