



MEMBERSHIP SPECIALIST

SIX-MONTH TERM

Looking for a career opportunity with an established and reputable national organization that makes a real difference in women's health, values its employees and offers a comprehensive total compensation package including a hybrid working from home program?

The Society of Obstetricians and Gynaecologists of Canada (SOGC) is one of Canada's oldest national specialty organizations. Established in 1944, the Society's mission is to lead the advancement of women's health through excellence and collaborative professional practice.

The SOGC has over 4,000 members, comprised of obstetricians, gynaecologists, family physicians, nurses, midwives, and allied health professionals working in the field of sexual reproductive health.

Since 1944, the SOGC continues to be a leading national and international authority on women's reproductive health and on evidence-based training and education. The SOGC leads the development of 12-17 clinical practice guidelines per year and hosts 3 regional continuing medical education meetings and an Annual Clinical and Scientific Conference. These events attract a diverse group of delegates that include women's health care providers, researchers, educators and policy makers, who have the opportunity to network, learn and share information and ideas. These events also facilitate the identification of critical gaps in the field through needs assessments that inform future curricula and program development.

The SOGC has recently launched its own online e-learning platform, which hosts accredited interactive courses, including virtual communities of practice, for members and non-members around the world.

POSITION DESCRIPTION

The Society of Obstetricians and Gynaecologists of Canada (SOGC) is a member-based organization whose strength and vibrancy depends on the degree of engagement of its members. Our capacity to be responsive to member interests and needs is key to our continued relevance and effectiveness. This position is designed to provide a focal point for the leadership team in our efforts around engagement and outreach to new and existing members.

The **Membership Specialist** is the main contact point for members. The Specialist ensures that the SOGC, across its different programs and plans, continues to provide meaningful opportunities for members by remaining responsive and attentive to changing needs and priorities.

MAIN RESPONSIBILITIES

Member Growth and Outreach:

- Design and implement strategies to retain and increase the membership, in collaboration with the Leadership Team

- Represent and promote the SOGC to prospective members
- Manage relationships with, and general communications to, members
- Respond to inquiries about SOGC membership and do necessary follow-up
- Implement strategies to engage less active members
- Serve as staff support for the Membership Committee of the Board to help inform the member engagement strategy for the SOGC
- Collaborate with the communications team for member communications
- Assist in the development of the annual business plan and strategy
- Plan member recognition sessions and events
- Proficient with the use of social media on multiple platforms

Member Monitoring and Assessment:

- Follow-up with members on a regular basis to stay abreast of new developments, new and evolving needs, etc.
- Track and assess member participation in different SOGC events
- Design, collect and assess data through periodic member surveys to stay abreast of new developments, new and evolving needs
- Participate in the review and implementation of the SOGC's Workplan Manage the membership database, including overseeing all data entry, imports and exports, cleanup, and tracking
- Analyze membership data and provide reports on key performance indicators to the leadership team

Member Outreach:

- Design and implement strategies to retain and increase the membership, in collaboration with the Leadership and the CEO
- Represent and promote the SOGC to prospective members
- Serve as primary contact point for the SOGC members and manage relationships with, and general communications to, members
- Respond to inquiries about SOGC membership and do necessary follow-up
- Implement strategies to engage less active members
- Serve as staff support person for the Membership Committee of the Board to help inform the member engagement strategy for the SOGC
- Collaborate with the communications team for member communications.

Membership Retention & Renewal:

- Coordinate and manage the annual renewals and new membership campaigns
- Manage and liaison with a third party call centre for member outreach initiative
- Ensure smooth system of membership renewal is in place

- Coordinate and manage all requests pertaining to the membership renewal

Awards Nominations:

- Manage SOGC regional awards call for nominations including:
 - reviewing completed nominations
 - preparing briefing notes on each candidate for the Board's consideration
 - Sending follow up letters to successful and non-successful candidates

Other:

- Oversee, manage and process medical journal subscriptions and publications; correspond with external partners and provide medical journal stats and reports; process all publication orders
- Oversee, manage and process Job Bank submissions
- Act as back up person to answer calls from the SOGC's main phone line
- Lead/and or participate in special projects throughout the year
- Perform other duties identified as a priority by Management

QUALIFICATIONS

- College Diploma or University Degree
- Bilingual in French and English (oral and written)
- Minimum of 3 years' relevant work experience
- Demonstrated knowledge of CASL and privacy legislation
- Experience working with a membership database
- Proven track record working under pressure and handling multiple priorities
- Exceptional customer service
- iMIS proficiency considered a significant asset
- Superior writing and editing skills
- The ability to rapidly learn and use new software
- The ability to deal effectively and tactfully with a wide variety of people in correspondence, on the telephone, and in person
- The ability to make decisions and resolve problems independently
- A high level of individual initiative and creativity
- Attention to detail, high standards, and an eye for accuracy, especially error-free data entry and writing
- The ability to maintain strict confidentiality of member and organization information
- Familiarity with non-profit and membership best practices, tools, and techniques
- Excellent organizational, management, and coordination skills
- Proficient Microsoft Office user (Outlook, Word, PowerPoint) with advanced Excel skills
- Ability to travel, when required, for the purpose of representing the organization, including, but not limited to, tradeshow, conventions, or conferences



ASSETS

- Previous experience in a professional medical association
- Experience in marketing and/or sales

The SOGC is proud to provide equal employment opportunities to all employees and qualified applicants without regard to race, color, religion, sex, sexual orientation, national or ethnic origin, age or disability. Accommodations are available on request for candidates with disabilities taking part in all aspects of the selection process.

Should you be interested, please send your cover letter and resume to careers@sogc.com. Please clearly demonstrate how you meet the requirements of the position in your application.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.