

Title	Member Relations Liaison
Status	Salary, exempt
Reports to	Director of Membership and Marketing
Organization	The Indiana State Medical Association is the largest physician member organization in Indiana, advocating for the best interests of physicians and their patients. The association represents approximately 8,000 medical students, residents, fellows, practicing physicians and retired physicians. Services include government relations/advocacy and professional assistance including legal information, practice management, and education.
Prepared Date	October 2018
Work Environment	<p><i>The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.</i></p> <ul style="list-style-type: none"> • This position primarily involves working in an office environment or in sales meetings with physicians or executives throughout the state. • Hours generally Monday – Friday, 8:15 a.m. – 4:30 p.m. Additional hours and occasional travel as necessary to complete job requirements.
Position Summary	This position will serve as the primary external contact between ISMA and current or potential physician members throughout the state. With the objective of retention of the approximately 8,000 current members and growing new member volumes through recruitment activities this position will be a key member of the ISMA team working with other Membership, Communications, Education, Government Relations and Physician Services staff.
Core Responsibilities	Develop marketing outreach plan to increase the number of new physician members joining ISMA each year with a focus on dues-paying members while promoting member benefits and the ISMA insurance service.

Assist the director in data-gathering and development of insights into the physician decision making process regarding retention and recruitment, including segmenting potential members by practice setting, demographics or other relevant factors.

Manage the customer experience process for current members through enhanced communication, problem solving and proactively providing data or reporting to county, district, board and senior leadership. This will include meeting scheduling, project administration and reporting on a regular basis.

Supervisory Responsibilities

None

Requirements

The requirements listed below are representative of the knowledge, skill and/or ability required.

Education and Experience

- Bachelor's degree in Business, Marketing, or related discipline.
- Minimum of 3-4 years' experience in business, healthcare or professional membership sales and service.
- Demonstrated ability to work in a dynamic environment, collaborate well with others.
- Excellent verbal communication skills.
- Proficient in Microsoft Office Suite.
- Licensed driver

Knowledge, Skills and Abilities

Ability to communicate with and relate to physicians in all stages of their careers, including those in senior leaderships roles and members still in medical school.

Flexibility to travel throughout the state of Indiana. This will require being out of the office on average 8 work days per month, primarily as day trips but including some limited overnight stays to efficiently see multiple members/recruits during planned trips to more distant districts.

Ability to successfully increase the number of new members joining and current members renewing with ISMA each year through planned contacts and member customer service efforts.

Physical Demands

Support the ISMA staff and management through feedback to the ISMA leadership and general membership.

Willingness to remain unbiased in political viewpoints and personal preferences while on ISMA business and in the performance of duties all the while supporting the policy, plans and projects assigned and implemented.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job the employee is regularly required to sit, talk and hear. The employee is frequently required to stand, walk, reach with hands and arms, and use hands to finger, handle, or feel. The employee is occasionally required to lift up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform any other related duties as may be required by their supervisor.

We recruit and hire applicants without regard to race, color, national origin, religion, sex, age, disability, ancestry, status as a veteran, or any other characteristic protected by federal, state or local law.

To Apply

1. Submit required documents - resume and cover letter detailing your experience in sales, marketing or other professional outreach work.
2. Share any optional supporting documents or links (portfolio, sales plan, reference letters)
3. Email above to Dave Albin, Director of Membership and Marketing, ISMA at dalbin@ismanet.org

Please, no phone calls.