



Position: Engagement Specialist
Reports to: Director, Member Engagement
Contract Type: Indefinite, Full Time

The Chartered Professional Accountants of British Columbia (CPABC) is seeking a dynamic, team-oriented individual with excellent organizational and interpersonal skills to join our team in the role of Member Engagement Specialist. We are proudly recognized as one of BC's Top Employers for 2022. Come join a collaborative network of like-minded professionals and take the first step towards an exciting opportunity by applying to the position.

Job Summary

Reporting to the Director, Member Engagement, the Engagement Specialist is responsible for the research, development, implementation, and oversight of CPABC initiatives that enhance member engagement. The incumbent will build relationships with CPABC members, which includes designated CPAs, as well as CPA students and candidates. The incumbent will also act as the business lead in the planning, coordination and hosting of certain CPABC events.

Key Responsibilities:

Program Analysis, Development & Implementation

- Research, analyze and interpret member engagement data and lead the gathering/collection of member feedback (surveys, focus groups) to better understand member needs, and interests;
- Monitor, track and report on the efficacy of existing programs, services, and events (i.e., web statistics, utilization reports, participation rates, satisfaction results, etc.);
- Identify opportunities to offer, enhance, and promote member engagement services;
- Create and lead working groups to analyze the value, feasibility and logistics of new member engagement program ideas, and identify responsibilities, support required, and timelines;
- Oversee the implementation and successful delivery of approved new programs/services, working in collaboration with key stakeholders;

Program Communications & Event Management

- Plan and design in-person and/or virtual events focused on member engagement, in collaboration with other departments;
- Lead the execution of events, with coordination support from team members, making key business decisions (on content, format, target audience, etc.);
- Prepare written content (emails, articles, newsletters, blogs, etc.) for members and member groups to raise awareness of member engagement events and services;
- Identify opportunities to enhance CPABC's website to increase member and student engagement;
- Collaborate with the Communications team and other departments to design communication plans customized for members, where possible;

Relationship Management & Other Responsibilities

- Cultivate long-term relationships with internal and external stakeholders, exploring partnerships that maximize CPABC's member engagement activities;
- Attend events and conferences on behalf of the Member Engagement team, engaging with members and promoting awareness of CPABC's programs and services;
- Stay current on trends and issues pertaining to member engagement activities;
- Provide support to the Member Engagement team with back-up duties as required;
- Other duties and responsibilities as assigned.

Key Requirements:

- Post-Secondary Degree or Diploma in Business, Event Management, Community and Stakeholder Relations, or other related discipline is preferred;
- Five (5) plus years of experience in Community / Stakeholder Engagement, Member Relations / Engagement, Events Coordination, or similar role;
- Excellent interpersonal skills with a proven ability to develop collaborative partnerships;
- Prior experience in research, planning and analysis to inform recommendations;
- Prior experience managing and executing events with strong presentation, facilitation and communication skills;
- Ability to work collaboratively as a member of a team and independently with minimal supervision;
- Proven ability to prioritize competing requirements and deadlines under pressure;
- Refined organizational and time management skills with the ability to multi-task;
- Intermediate proficiency with MS Office and Adobe, in particular Word, Excel, Outlook, PowerPoint and Acrobat Professional;
- Ability to travel within BC up to 20% of the time.

Preferred Experience:

- Previous experience writing content (articles, eNews, social media) would be an asset, but is not required;
- Proven research skills with an ability to compile data and communicate the story behind the findings would be preferred;
- Experience writing business cases/project proposals, and successfully implementing frameworks/initiatives is desirable;

If this job outline describes you, please email your **résumé** and **cover letter** to HRCPABC@bccpa.ca . This posting will remain open until **December 6, 2022**.

We thank all candidates who respond; however, only those selected for an interview will be contacted.

Why join our team? CPABC offers an entrepreneurial environment with a competitive compensation package. At CPABC we live our core values:

- *We Are Open*
- *We Work Together*
- *We Communicate*
- *We Improve Every Day*
- *We Are Professional*
- *We Laugh and Celebrate*

About CPABC

The Chartered Professional Accountants of British Columbia (CPABC) is the training, governing, and regulatory body for over 38,000 CPA members and 6,000 CPA students and candidates. CPABC carries out its primary mission to protect the public by enforcing the highest professional and ethical standards and contributing to the advancement of public policy. CPAs are recognized internationally for bringing superior financial expertise, strategic thinking, business insight, and leadership to organizations. CPABC is proud to have been presented with a BC Top Employer award for 2020, 2021 and 2022.