

Position: Senior Member Engagement Coordinator
Reports To: Director, Member Engagement
Contract Type: Fixed Term (18 months) , 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 Senior Member Engagement Coordinator. We are proud and honoured to have been recognized as one of BC's Top Employers for a fourth consecutive year in 2023. 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 Senior Member Engagement Coordinator is responsible for research and analysis of member engagement initiatives and oversight of a subset of member engagement programs. The Senior Member Engagement Coordinator also works closely with the Member Engagement Specialist, providing support in the development and implementation of new and enhanced member engagement programs.

Key Responsibilities:

Member Engagement Program Support

- Support collection of member engagement data and member feedback, reviewing our data collection processes to ensure efficiency and accuracy;
- Support the review and assessment of program and service efficacy, utilization and value;
- Oversee ongoing delivery and maintenance of member engagement programs, such as:
 - Overseeing promotional items and the distribution of gifts and packages to members;
 - Ensuring program information is relevant and up to date on the website and in brochures;
 - Developing regular communications/promotions of member engagement programs;
 - Support ongoing relationship management between Member Engagement and existing program partners and stakeholders;
- Perform analysis of event and program budget variances and tracking of web statistics;
- Support the planning and development of new/pilot events and programs such as an online merchandise store, mentorship program for members, volunteer management framework, and member engagement events.

Customer Service and Communications

- Develop external communications and collaborate with the Communications team to update web pages and issue email blasts and social media posts;
- Monitor and manage the private CPABC LinkedIn group, developing regular communication material to stimulate engagement within the group.
- Monitor the Member Services inbox, independently investigating and managing ad hoc enquiries and responding to emails and phone calls in a timely and courteous manner;
- Develop quarterly internal team electronic newsletters to be shared on the intranet.

Other Responsibilities

- Stay current on trends and issues pertaining to member engagement activities;
- Research promotional items that are professional, affordable and desirable by members and place orders as required;
- Attend member-facing events engaging with members about various programs and initiatives;
- 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 a related discipline, or equivalent education and experience;
- Five (5) plus years of experience in Member Engagement / Services / Relations, Program Analysis, or similar role;
- Strong customer service and relationship building skills;
- Ability to work collaboratively as a member of a team and independently with minimal supervision;
- Refined organizational and time management skills with the ability to multi-task;
- Ability to compile and interpret data to communicate research findings;
- Experience working with a CRM database would be an asset;
- Prior experience in research, planning and analysis to inform recommendations would be an asset;
- Intermediate proficiency with MS Office and Adobe, in particular Word, Excel, Outlook, PowerPoint and Acrobat Professional.

The starting salary range for this position is \$56,800 – 67,450 based on candidates' qualification, experience, and internal parity. Exceptions may be considered with further review.

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

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 39,000 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 fourth consecutive BC Top Employer award in 2023.