

Member Engagement and Communications Specialist

Location: Remote

Reports To: Deputy Executive Director of Membership and Operational Strategy

Position Type: Full-Time

Deadline to Apply: June 9, 2025

To Apply: Please submit your **resume**, **cover letter**, and a sample of written or digital content (e.g., newsletter excerpt, event flyer, or blog post) to careers@nacep.org.

Position Overview:

The **Member Engagement and Communications Specialist** supports the mission of the National Alliance of Concurrent Enrollment Partnerships (NACEP) by building strong relationships with members and delivering impactful communications. This role plays a key part in coordinating member engagement initiatives, implementing virtual professional development, developing content, and ensuring a consistent and high-quality experience for all members through effective use of our customer relationship management tools.

The ideal candidate is creative, organized, and excited about connecting people through meaningful content, digital tools, and professional learning opportunities.

Key Responsibilities:

Member Engagement & Support

- Serve as a key point of contact for members, delivering high-quality service and timely communication.
- Support member onboarding, renewals, and outreach initiatives that enhance satisfaction and retention.
- Create and maintain member resources and communications that clearly outline benefits and engagement opportunities.
- **Train members on how to access and effectively use NACEP tools, resources, and platforms.**
- Utilize NeonCRM to run reports and support targeted outreach efforts.

Webinar & Virtual Event Coordination

- Plan, coordinate, and host NACEP webinars and virtual learning sessions, ensuring a high-quality experience for both presenters and participants.
- Work with presenters, partners, and staff to manage event logistics, including scheduling, registration, technology setup, and promotion.

- Provide technical support during live sessions (e.g., managing Zoom, moderating Q&A/chat, troubleshooting audio/video).
- Work with partners on descriptions, speaker bios, and promotional materials in collaboration with the communications team.
- Coordinate follow-up communications, including thank-you messages, recordings, and resource sharing.
- Track registration and attendance metrics, gather participant feedback through surveys, and use insights to refine future programming.
- Maintain a calendar of upcoming events and assist in aligning sessions with NACEP's strategic goals and member interests.

Communications & Content Development

- Write, edit, and publish high-quality, engaging content for NACEP's newsletters, social media, blog, website, and targeted digital campaigns.
- Develop compelling messaging that communicates the impact of NACEP's work, promotes key initiatives, and elevates member voices and success stories.
- Maintain and regularly update NACEP's website to reflect accurate, relevant information related to upcoming events, news, resources, and member engagement opportunities.
- Assist in designing branded content and graphics using tools such as Canva or Adobe Creative Suite to visually enhance communications.
- Ensure all content reflects NACEP's tone, style, and commitment to inclusivity, equity, and educational access.
- Analyze, categorize, and organize existing recorded NACEP digital content, developing a strategy for efficient access and use. Monitor analytics and engagement metrics to assess the effectiveness of the content strategy and identify opportunities for improvement.

CRM & Email Marketing (Neon CRM)

- Maintain and update member data in NeonCRM.
- Create and manage segmented contact lists based on member type, engagement level, and program interests
- Collaborate with teams to ensure timely, relevant, and personalized communication across member touchpoints.
- Assist in analyzing metrics from communications and outreach efforts.
- Generate and present reports on email and CRM campaign effectiveness to inform future outreach strategies.

Professional Learning & Publications

- Support the design, development, and execution of professional learning opportunities, including online courses, virtual workshops, and asynchronous resources.

- Collaborate with subject matter experts and staff to curate content that reflects current trends and best practices in dual and concurrent enrollment.
- Promote offerings through coordinated communications, registration management, and post-session engagement strategies.
- Coordinate the editing, layout, and production of reports, toolkits, guides, and member-facing publications.
- Ensure all content reflects NACEP's values of equity, access, and quality while addressing the evolving needs of our membership.
- Contribute to continuous improvement of professional learning offerings by gathering feedback, analyzing data, and refining content delivery formats.

Shared Team Activities

- Participate in team planning and collaborative projects.
- Provide support for conferences, commissions, and special initiatives.
- Other duties as assigned

Qualifications:

- Bachelor's degree or equivalent experience in communications, marketing, education, or a related field.
- Demonstrated experience in member relations, communications, or professional learning strategy and execution (nonprofit or education setting preferred).
- Strong writing and editing skills, with a passion for clear and engaging communication.
- Experience with databases or CRM systems preferred.
- Familiarity with Wordpress, Zoom, Canva, and email marketing platforms.
- Highly organized, tech-savvy, and collaborative.
- Ability to travel at least 4 weeks/year.
- **Understanding of the dual and concurrent enrollment field and its impact on college access and success is strongly preferred.**

Essential Competences:

- **Knowledge of the Field:** Familiar with the field of dual and concurrent enrollment, including experience with program advocacy and engagement.
- **Ownership:** A commitment to driving projects from initiation to completion. Ability to design, implement, sustain, and maintain multi-stage projects that engage various stakeholders consistently and intermittently.
- **Mission Mindset:** Demonstrates a steadfast dedication to fostering equity, diversity, and inclusion within the realm of dual and concurrent enrollment and through NACEP's work.

- Autonomous and Proactive: Proficient in independent work, adept at time management, and consistently meets internal and external deadlines. Exhibits self-motivation and initiative, fostering collaboration, responsiveness, and productivity in all endeavors.
- Accountable: Demonstrates responsibility for actions and outcomes, **ensuring adherence to timelines and deliverables**, particularly in **remote work environments**.
- Team Player: Works effectively with colleagues and stakeholders, fostering a positive and inclusive work environment. Demonstrates flexibility and willingness to support team goals, valuing diverse perspectives and contributions.

Compensation & Benefits:

- Salary range for the position is \$45,000 - \$50,000
 - NACEP has sponsored health, dental, and vision benefits
 - NACEP provides \$700 to a Flexible Spending Account
 - Retirement contribution SEP IRA, employer contribution at 7%
 - \$600 in annual technology reimbursement to support remote work
 - A \$500 annual stipend for professional development
 - NACEP provides a 2.5% annual longevity increase
 - Reimbursement for TSA Pre-Check
 - Paid Time Off (PTO): NACEP offers generous PTO that increases with seniority
 - Candidates are expected to have functional work from home space with established wi-fi. We will provide technology, such as a laptop, monitor, printer, etc.
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