

# National Family Planning & Reproductive Health Association

Position Title: Vice President of Content & Member Services (CMS)  
Reports to: President & CEO  
Created: March 2024  
Status: Exempt  
Salary range: Target would be \$172,500

## WHO WE ARE

The National Family Planning & Reproductive Health Association (NFPRHA) is a membership organization representing providers and administrators committed to helping people get the family planning education and care they need to make the best choices for themselves and their loved ones. NFPRHA works to enhance the ability of thousands of nurse practitioners, doctors, and other health professionals to provide high-quality family planning care through training and advocacy.

## WHAT IS THE POSITION

NFPRHA is seeking a Vice President of Content & Member Services to join the senior staff and lead the organization in strategic and operational aspects of member and public-facing offerings, including content design; events; member services and education; communications and marketing activities; and research and data related to CMS work. The ideal person for this new role is a collaborative, agile leader committed to NFPRHA's mission of advancing and elevating the importance of family planning in the nation's health care system, especially for those working in and being served in the family planning safety net. Expertise in content development, member services, adult learning modalities and technologies, communications, and event management practices, ideally in professional or membership associations, are critical. The VP will manage a four-person team.

## KEY RESPONSIBILITIES

### Strategy

- Collaborate with the President & CEO and other senior staff to develop, implement and evaluate Board-approved strategies, goals and objectives of the organization.
- In partnership with the President & CEO and other senior staff, ensure commitment to the anti-racism roadmap. Collaborate with others to ensure inclusion and encourage a sense of belonging in NFPRHA's work in content and member services.
- Stay abreast of best practices and developments in membership, adult learning and professional education, event management, and communications and marketing, including participating in professional organizations and meetings in those fields.
- Develop relationships with coalition partner organizations with memberships, and represent NFPRHA at conferences, meetings, and events as needed.
- Develop the consolidated annual budget of the Content and Member Services in collaboration with the CMS staff.
- Member of the association's senior staff.

### Content

- Responsible for development and administration of content, activities and products that support NFPRHA's organizational membership. Build and sustain a ladder of engagement and effectively deliver information, resources and learning options that are important to the family planning safety net and relevant to the times we live in.
- Develop and manage a system to measure and evaluate effectiveness of efforts, including data-gathering on individual and organizational member participation, satisfaction, as well as identifying gaps in NFPRHA offerings and tracking member support requests.

#### **Communications/Marketing (1 direct report, 1 indirect report)**

- Oversee a cohesive communications and marketing strategy to enhance brand awareness and reputation management.
- Oversee media relations, digital and social media presence, and crisis communication.
- Ensure consistent messaging to external stakeholders.

#### **Events (1 direct report)**

- Oversee the planning and execution of the organization's conferences and events, including logistics, vendor relations, and contract negotiations.
- Work with Program and CMS staff to coordinate scheduling of content, activities and products throughout the year.
- Collaborate with Program and CMS staff to coordinate curriculum and messaging of events.
- Develop special educational events as needed throughout the year.

#### **Member Services and Education (1 direct report)**

- Oversee strategy and operational annual plan for member services and education offerings, with the goal of boosting the value of NFPRHA membership.
- Develop a member educational and networking plan in collaboration with other functions at NFPRHA and ensure credentialing is offered as needed.
- Work with staff, subject matter experts, and partners to identify best practices and new methods for adult learning and quality improvement efforts, and contribute to evaluation efforts.
- Facilitate members' networking opportunities and foster engagement in existing communities where connections are already being made.
- Support the Board's scheduled review of membership structure, benefits, and dues, and ensure required metrics are communicated to the Board and staff.
- Oversee surveys and data requests of the NFPRHA membership in collaboration with CMS staff and other functions.
- Ensure the timely and accurate process of annual membership renewals, including collaborating with Finance to ensure collectibles of membership dues.

## **REQUIRED QUALIFICATIONS**

- Ability to mentor, coach, and guide the activities of a team of four.
- Highly developed situational awareness of diverse perspectives of members, staff, and coworkers in other functions.
- A minimum of five (5) years of management experience.
- Demonstrated ability to cultivate interpersonal skills with diversity, equity, and inclusion in mind.
- Experience with Raisers Edge and Blackbaud Net Community.
- Familiarity with Customer Relationship Management (CRM) and Learning Management System software.
- Experience with budgeting and strategic planning.
- Experience with digital marketing tools, search engine optimization (SEO), web analytics, and Google AdWords.
- Experience with developing adult education curricula and training materials.
- Excellent problem-solving and critical-thinking skills.
- An entrepreneurial spirit.
- Excellent time management skills.
- Desire for continued growth and development and the capacity to inspire others.
- Willingness to support others and contribute where needed.

## **SPECIAL CONSIDERATIONS**

- Willingness and ability to travel about 20% of time, if public health circumstances permit.
- NFPRHA presumes that all staff work fully remote. NFPRHA maintains an office in Washington, DC, and staff may but are not required to work in the DC office. Nearly 70% of the sixteen full-time staff live in the DC region. We also have staff who live in Colorado, Minnesota, New York, and Vermont.
- Generous benefits package.
- Background and credit checks are required.

## **HOW TO APPLY**

- Interested applicants should submit a cover letter and resume.
- Applicants are asked to address how they meet each of the required qualifications for this position; if this information is not included in the resume, please discuss it in the cover letter.
- If you submit your materials by email, please send them to [hr@nfprha.org](mailto:hr@nfprha.org) and include "VP, Content & Member Services" in the subject line.
- Resumes without cover letters will not be considered.
- No phone calls, please.