



COMMUNITY PROVIDER ASSOCIATION

## **Marketing & Member Relations Associate Job Posting**

The Community Provider Association (CPA) is Louisiana's leading trade association for disability services organizations. Our member organizations support individuals with disabilities in communities across the state through residential programs, home and community-based services, and support coordination services. Our mission is to strengthen the disability services system in Louisiana through advocacy, collaboration, and education.

The CPA is currently in search of a Marketing & Member Relations Associate, which is a new position for the organization. The CPA is based in New Orleans but has a statewide reach. This position is fully remote, but the ideal candidate will be based in the Greater New Orleans or Greater Baton Rouge area.

This position will work directly with the Executive Director to market the CPA to prospective members and to ensure current members are engaged and satisfied with their membership. Specific areas of focus include content generation and management; assistance with member communications, including print, e-communications, social media and website administration; and assistance in the planning, execution and evaluation of special events, including membership meetings, recruitment events, and advocacy events. Specifically, the responsibilities fall into three broad categories:

### **Writing and Editing**

- Work with executive director to develop/edit/proof valuable, engaging content that increases the association's brand awareness to key stakeholders. Content is for a variety of digital and traditional channels including website, newsletters, annual report, social media, and more.
- Create free resources (i.e., e-books, white papers, infographics, guides, sharable social media posts, etc.) to drive awareness of and engagement with the CPA.
- Create and maintain a CPA library of member stories that support and promote our mission.
- Create recruitment materials to market the association to prospective members.
- Create advocacy materials for the CPA's policy priorities.

### **Web, Social Media and Online Communications**

- Maintain constituent groups in HubSpot for email campaigns, including creating/updating/deleting groups as requested.
- Coordinate and deliver electronic newsletters, e-blasts, and email campaigns.
- Manage website content, updates, and ongoing refinements to improve website experience for visitors.
- Assist in the development and execution of social media strategies and campaigns.
- Monitor emails to website and redirect accordingly for response.

### **Member Stewardship**

- Assist Executive Director with planning and executing CPA events throughout the year, including membership meetings, advocacy events, and recruitment events.
- Respond to member requests and inquiries as appropriate.
- Assist Executive Director in managing CPA member work groups and task forces.

Qualified candidates must have a bachelor's degree (marketing, public relations, communications, or a related field preferred). Outstanding verbal and written communication skills, with excellent knowledge of grammar and

editing/proofing capabilities. Strong computer skills along with knowledge in website maintenance and social media. Proficiency in Microsoft Office products and experience in graphic design preferred.

Interested candidates should apply by emailing a resume, cover letter, and at least five writing samples to Caroline Meehan, CPA Executive Director, at [cmeehan@communityprovider.org](mailto:cmeehan@communityprovider.org).