

# NATIONAL ASSOCIATION OF SOCIAL WORKERS

## JOB DESCRIPTION STATEMENT

**TITLE:** Membership & Communications Director      **POSITION STATUS:** Full Time

**DEPARTMENT:** California Chapter      **ISSUE DATE:** October 2021

**REPORTS TO:** Executive Director, California Chapter      **SUPERCEDES:** Marketing & Communications Coordinator

**FLSA STATUS:** Exempt

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### ABOUT

Founded in 1955, the [National Association of Social Workers \(NASW\)](#) is the largest membership organization of professional social workers in the world, with more than 120,000 members, with [NASW-California](#) as a leading chapter with 9,000 richly diverse members across the state. NASW-CA works to enhance the capacity of social workers to provide clinically sound service and effectively advocate for systems change, simultaneously working to create and maintain the highest ethical and professional standards, and to advance social policies that address the needs of communities served.

The Membership & Communications Director is responsible, under the direction of the Chapter Executive Director, for leading, designing, and implementing the chapter's membership program for the purposes of membership recruitment, retention, and active engagement.

### I. MAJOR FUNCTIONS

#### A. Member Recruitment and Retention

- Develop overall Chapter strategies and programs for membership recruitment and retention
- Design and implement member recruitment and retention strategies at NASW and non- NASW events and activities at venues and through collaborations with organizations such as universities and markets such as employers and agencies
- Consistently analyze membership data and overall trends to make recommendations about broader chapter programming and to inform program design and strategic initiatives
- Identifies and staffs opportunities to showcase NASW benefits and recruit new audiences and membership at events such as statewide conferences, local grassroots activities, and community events

#### B. Leadership Development

- Develop strategies on getting membership involved and engaged through leadership and volunteer opportunities
- Liaise with active NASW-CA leaders to ensure active engagement, ongoing support, and sustainability as a chapter leader
- Provide and facilitate presentations and trainings to NASW leadership on membership recruitment and retention, association mission, goals and policies

#### C. Membership Development

- Collaborate with chapter leadership to integrate member needs into programming and trainings, ensuring the chapter is actively raising the capacity of Californian social workers to enhance their skills in all micro, macro, and mezzo levels of social work practice
- Provide and facilitate presentations and trainings on licensure, updates regarding the NASW code of ethics, careers in social work, resume building, and other related professional development offerings that ensure our field is able to successfully pursue development opportunities and practice at the highest ethical standards
- Support members by providing clarity and guidance when members inquire regarding case consultations, ethics consultations, community-based resources, and professional development opportunities, ensuring members inquiries regarding other needs such as advocacy inquires also are routed to appropriate chapter staff
- Designing and implementing quality improvement measures around member support and engagement throughout chapter services

#### D. Communications

- Works closely with chapter Program Coordinator to direct member and customer service efforts
- Serves as the Chapter lead on communications, chapter website content, and social media platforms, closely supervising the Marketing and Communications Coordinator
- Works closely with the Marketing and Communications Coordinator to ensure accuracy and innovation are reflected in chapter-level membership marketing materials and all communications content
- Facilitates collaboration with other associations and organizations to promote membership, actively seeking strategic partnerships and formal collaborations to provide NASW-CA members with a unique and highly competitive experience

#### E. General Responsibilities

- Stays abreast of membership engagement trends for associations and behavioral health professionals, providing recommendations for program enhancements, establishing program goals and metrics, and reassessing relevant strategies whenever appropriate
- Staffs the Membership Committee, Awards Committee, and all other committees as assigned

- Assists with membership activities such as the chapter's annual conference and awards ceremony, Legislative Lobby Days, Annual Conference activities, and other major chapter-level events as needed
- Coordinates with the National office on membership recruitment and retention activities, attending and contributing to national-level meetings to learn about organizational updates and update chapter staff as needed
- Provides supervision as a field instructor to macro social work students placed at or through NASW
- Be familiar with all of the NASW benefits, services, and resources both at the national and state chapter levels, and be able to incorporate and highlight these benefits, services, and resources into membership support and engagement strategies
- Represent NASW in a manner that is responsive, professional, respectful, knowledgeable, and appreciative of members and nonmembers, NASW staff, volunteers, and interns, as well as the community at large, including social work university programs and employers
- Be prepared to and enthusiastic about answering questions regarding a multitude of topics within 24 to 48 hours, and if unable to answer a question, do whatever is necessary to find the answer or find someone who can provide an answer
- Consistently set and ensure high standards in all customer service interactions and maintain high level of knowledge and expertise about California social work licensing, and general inquiries about NASW and the social work field, to effectively respond to questions from professionals in California and nationwide.

#### F. Agency Support and Development

- Attend staff meetings, as assigned
- Participate in professional development opportunities, as needed, and actively seeking leadership and individual growth as a lifelong learner and contributor to the organization
- Other duties as assigned

## II. MINIMUM WORK REQUIREMENTS

### Skills:

1. Knowledge of and/or experience with professional membership associations and the social work profession
2. Exemplary verbal and written communication skills, including editing and formatting of marketing and communications content
3. Proven ability to successfully manage multiple projects with multifaceted requirements, details, and deadlines involving a variety of team members

4. Proven ability to analyze and resolve problems quickly and efficiently with limited resources
5. Experience effectively and compassionately communicating with constituents, community partners, and other stakeholders
6. Ability to work both independently and as a team member as part of the California chapter and the membership program, as well as the various NASW national and state associates
7. Enthusiastic about bringing people together and helping them be their best
8. Values listening to and honoring the wisdom of people on-the-ground and developing theory grounded in their lived experience
9. Ability to give and receive constructive feedback; display a desire for continuous learning and self-improvement
10. Ability to travel within California

**Education:**

Master's degree in social work (MSW) or related field, or equivalent work experience.

**Required Experience**

1. Minimum three years developing and managing membership, professional development and/or educational programs in the health and human services field
2. Ability to analyze program trends and metrics to inform strategic planning to meet financial goals and meaningful outcomes
3. Minimum of three years supervising, evaluating, and supporting development of staff and/or interns

**Strongly Preferred Experience**

LCSW and minimum of 3-5 years of nonprofit, association management, and public relations and marketing experience strongly preferred.

**Compensation & Application:**

This position has the option to remain permanently fully remote. The salary range is between \$70,000 – \$90,000/annual, with eligibility to receive a generous benefits package.

NASW is an equal opportunity employer. We strongly encourage and seek applications from people of color, including bilingual and bi-cultural individuals, as well as members of the lesbian, gay, bisexual and transgender communities.

[Please apply here.](#) NASW-CA is accepting applications on a rolling basis. Due to anticipation of high numbers of applications, we apologize that we will not be able to respond to every submission.

**Selection Timeline:**

Candidates will be contacted to participate in a telephone screening and a virtual interview through the months of November to December 2021. We anticipate the candidate will begin employment in December 2021.

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This document describes general job duties and responsibilities. It is not a complete listing of job duties. Further clarification should be obtained from the supervisor listed above (e.g. Work plans, performance standards, task lists etc.). Incumbents may be required to perform tasks related to these duties. Major changes in job duties should be incorporated in this description.