

(This search ended in August, 2002, with the appointment of Talisa Thomas-Hall, Director of Member Relations at the College and University Professional Association for Human Resources (CUPA-HR).)

Job Announcement
National Association of Community Health Centers
Director of Membership
(Posted: July 11, 2002)

The National Association of Community Health Centers, based in Bethesda, Maryland, has retained Slesinger Management Services to recruit an energetic and creative person to serve as director of membership. This person will oversee the organization's work in recruiting and retaining members, and will play a lead role in designing new programs and services that meet members' needs. Applications will be accepted until the job is filled.

The Organization

The National Association of Community Health Centers (NACHC) is the leading national organization that serves and represents nonprofit community health centers throughout the United States. Community health centers, which originated in the 1960s as part of the Johnson Administration's Great Society programs, offer comprehensive primary and preventive health care, including medical, dental, social, and mental health services, in urban and rural areas where access to doctors and medical facilities has historically been inadequate. These centers serve predominantly low-income people, including migrant workers, people who are homeless, and families without private health insurance. Currently, there are approximately 1,000 community health centers throughout the country serving 11 million people.

Community health centers have been so successful in providing quality medical care to low-income populations that they now enjoy public and congressional support to double the service capacity of health centers over the next five years so that they can serve as many as 20 million people.

As the national association for these centers, NACHC carries out numerous programs, including legislative and regulatory advocacy on their behalf, providing technical assistance to health center staff and boards, developing education conferences and seminars, and producing publications on key issues affecting health centers. NACHC has a staff of 59, and an operating budget of \$14 million. Approximately half of the annual revenue comes from the U.S. Department of Health and Human Services' Bureau of Primary Health Care; the rest of the budget comes primarily from membership dues and meeting registration fees.

For more information about the NACHC, go to <http://www.nachc.com>.

The Position and its Principal Responsibilities

The director of membership, who reports to Claudia G. Gibson, NACHC's executive vice president, has one overriding responsibility: to increase net revenue generated from members. Key responsibilities include:

1. Developing and implementing strategies to recruit and retain members. Currently about 50 percent of the country's 1,000 community health centers belong to NACHC. NACHC hopes to increase that percentage to 70 over the next three years.
2. Assessing current benefits offered to members and developing new products and services that will attract more members and provide NACHC with increased revenue. One of the challenges facing NACHC is that its advocacy work benefits the entire health center community, both members and nonmembers. To attract more members, NACHC recognizes that it must develop additional products and services that will motivate more health centers to join the association.
3. Developing marketing materials and making presentations before key groups to promote membership in NACHC.
4. Staffing the board's membership committee, and serving as NACHC's national membership liaison to state and regional associations, especially primary care associations.
5. Creating and managing systems to monitor, analyze, and report on key membership statistics, issues, and trends, such as renewal rates, dues structure, and member satisfaction with current benefits.
6. Overseeing the membership area of NACHC's website and helping produce articles related to membership for NACHC's magazine, *Community Health Forum*.
7. Supervising one fulltime assistant.

Desired Skills, Experience, and Characteristics

The ideal candidate should have:

1. At least five years of progressively responsible, hands-on experience in membership within a national association. Experience with organizational memberships (as opposed to lower-cost individual memberships) would be especially valuable.
2. Strong writing skills. The membership director will be expected to write marketing pieces, internal staff memos, and other material that must be cogent and persuasive.
3. First-rate oral communications skills. The membership director will have numerous opportunities to make presentations to small and large groups made up of members and potential members, as well as NACHC staff and board.
4. Strong analytical and problem-solving skills, including the ability to analyze quantitative data that will measure key aspects of the membership program.

5. An ability to motivate and effectively supervise one fulltime staff assistant.
6. Familiarity with database programs, preferably iMIS.
7. A strong customer service orientation that recognizes that members are the lifeblood of a national association.
8. An ability to travel to national, regional and state conferences—approximately eight times a year for two to four days per trip.
9. A do-it now, get-it-done attitude toward one's job.
10. An ability to work collegially with key staff in other departments at NACHC that create and deliver programs and services for members.
11. Though not required, fluency in Spanish would be helpful, given that a number of its health center members serve Hispanic communities.

Compensation

NACHC offers a compensation package that is competitive with other Washington-based national trade associations. The compensation package will include a base salary, an attractive bonus plan that is tied to membership revenue, and a generous benefits package.

To Apply

Please **e-mail or mail**: 1) cover letter, 2) resume, and 3) three-year salary history (which will be held in strict confidence) to:

Larry H. Slesinger
Slesinger Management Services
5016 Westpath Terrace
Bethesda, MD 20816
Tel.: 301-320-0680
E-mail: Larry@SlesingerManagement.com
(attached files only in Microsoft Word or PDF)

(This job announcement can also be found at <http://www.SlesingerManagement.com>.)

NACHC is an equal opportunity employer.