NWRPCA Position Description: External Relations Specialist – Member Services

Position:	External Relations Specialist – Member Services
Reports to:	COO or designee
Supervises:	N/A
Hours:	Part time, .5 or .75 FTE
Location:	Remote work environment with required travel for events and meetings.
Apply Only:	Washington State Only
FLSA Status:	Non-Exempt
Rev. Date:	October 1, 2026

OUR MISSION
Our mission is to strengthen health centers in the Northwest to advance health and well-being in our communities.

OUR VISION
NWRPCA is a leading partner in collaborating with CHCs to achieve equitable outcomes in health, wellness, and well-being.

OUR VALUES
Respect: We demonstrate respect for each other and those we serve.
Trust: We build trust by acting with honesty and integrity.
Excellence: We constantly aspire to excellence through innovation and continuous improvement.

POSITION SUMMARY
The External Relations Specialist – Member Services is part of a two-person External Relations Specialist (ERS) team responsible for strengthening NWRPCA's relationships with Community Health Centers, members, partners, and other stakeholders throughout Region X and nationally. Working collaboratively with the External Relations Specialist – Business Development and staff across the organization, this position helps ensure that NWRPCA understands and responds to the needs, successes, and challenges of Region X health centers while strengthening the value and visibility of NWRPCA membership.

This position serves as the ERS team's lead for member services, member communications, stakeholder outreach, storytelling, and engagement, ensuring that members understand and can access NWRPCA's value, opportunities, resources, and impact and that NWRPCA effectively elevates the work and accomplishments of Region X health centers.

TEAM APPROACH
The External Relations Specialists operate as a collaborative two-person team. While each position has designated areas of primary responsibility, both positions share responsibility for member relationships, stakeholder engagement, membership value, and related organizational initiatives. Team members are expected to communicate regularly, share information and relationships, provide coverage for one another, and jointly prioritize work based on organizational and member needs. Success is measured through both individual areas of responsibility and the collective performance of the External Relations team.

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Lead Responsibilities: Member Services

- Develop and coordinate NWRPCA's member services, outreach, and engagement strategy in alignment with organizational priorities and the annual stakeholder engagement plan.
- Serve as a primary point of connection for members, helping them navigate NWRPCA resources, opportunities, services, and staff expertise.
- Coordinate member onboarding, renewal, retention, and other membership processes in collaboration with Finance and other staff.
- Develop targeted outreach strategies for different member audiences, stakeholder groups, and levels of engagement.
- Lead member communications that clearly demonstrate the value and impact of NWRPCA membership.
- Lead member recruitment, retention, annual membership activities, and the Board Membership Committee.
- Lead production and distribution of the Northwest Pulse, including editorial planning, content development, coordination with contributors, production, and evaluation.
- Identify, document and tell stories that highlight the accomplishments, innovations, challenges, and impact of Region X Community Health Centers and their staff.
- Coordinate recognition of exemplary health center and stakeholder contributions through awards, events, publications, and other communications.
- Work with NWRPCA's Marketing Specialist and other staff on organizational branding, marketing strategy, campaigns, and communications.
- Use engagement data, member feedback, survey results, and other measures to identify opportunities to improve member experience, communications, and participation.
- Coordinate member services, communications, and outreach for the Annual Membership Meeting and other member-focused activities.
- Support major organizational publications and projects, including the Annual Stakeholder Report and Region X Health Center Census.
- Work closely with the External Relations Specialist – Business Development to communicate sponsor and partner opportunities, demonstrate partnership value, and appropriately recognize sponsors and partners.

Shared ERS Team Responsibilities

- Develop and implement an annual stakeholder engagement strategy aligned with NWRPCA's strategic direction.
- Build and maintain meaningful relationships with Region X Community Health Centers, Look-Alikes, members, partners, and other stakeholders.
- Develop a deep understanding of Region X health centers, including their staff, priorities, needs, successes, and challenges.
- Conduct regular outreach and facilitate connections among health center staff, NWRPCA staff, partners, and other stakeholders.
- Gather, synthesize, and communicate member feedback to inform NWRPCA programs, services, communications, and organizational strategy.
- Identify opportunities to strengthen the value of NWRPCA membership and increase member participation and engagement.
- Maintain the integrity and quality of member and stakeholder information in organizational systems and databases.

- Participate in regional conferences, trainings, membership meetings, and other NWRPCA activities.
- Contribute to major cross-departmental initiatives, including the Annual Stakeholder Report, Region X Health Center Census, Annual Membership Meeting, and other organizational projects.
- Participate in relevant organizational strategic plan and federal work plan activities.
- Serve as an ambassador for NWRPCA and the Community Health Center movement.

Core Competencies

- Relationship building, listening, and stakeholder engagement
- Member service and commitment to a positive member experience
- Excellent writing, editing, storytelling, and audience-focused communication
- Communications strategy, content planning, and message development
- Ability to translate member needs and organizational work into clear, compelling communications
- Cross-functional collaboration and influence without direct authority
- Project management, organization, and deadline management
- Curiosity and ability to identify meaningful stories, trends, and member insights
- Comfort using engagement data and feedback to evaluate and improve member services and communications

EXPERIENCE & REQUIRED QUALIFICATIONS

- Self-starter who takes ownership of outcomes, anticipates member needs, and solves problems proactively.
- Three (3) or more years of progressively responsible experience in member services, stakeholder engagement, communications, customer service, association management, community outreach, or a related field.
- Demonstrated ability to build and maintain positive professional relationships with a wide range of stakeholders.
- Excellent customer service and member-service orientation, with strong listening, responsiveness, diplomacy, and follow-through.
- Excellent written and verbal communication skills, including the ability to tailor messages for different audiences and communication channels.
- Strong organizational, project management, administrative, and problem-solving skills.
- Experience managing multiple projects, communications, relationships, and deadlines simultaneously while maintaining attention to detail.
- Ability to gather, synthesize, and communicate feedback and information to support organizational decision-making and continuous improvement.
- Ability to work collaboratively across teams and influence outcomes without direct authority.
- Comfort using engagement data, surveys, databases, and other information to track participation and improve member experience.
- Proficiency with Microsoft Office Suite and comfort learning and using association management, email marketing, database, and other technology platforms.
- Ability to work flexible hours, including occasional evenings and weekends, and to travel for meetings, conferences, and other organizational activities.

PREFERRED

- Experience in community health, nonprofit associations, membership organizations, healthcare, public health, or other mission-driven organizations.
- Experience with membership recruitment, onboarding, renewal, retention, or engagement programs.
- Experience developing newsletters, member communications, web content, stories, or other audience-focused communications.
- Experience using association management systems, CRM/database tools, email marketing platforms, or content management systems.
- Experience using survey, engagement, or participation data to improve member services or communications.
- Familiarity with Community Health Centers and the health center movement.

WORK ENVIRONMENT & EXPECTATIONS

- Access to a reliable internet connection and dedicated, quiet workspace required for working remotely.
- Remote work environment with required travel for events and meetings.
- Most time spent sitting, with up to one-third (1/3) of time walking or standing. There are no restrictions on ability to interrupt periods of sitting.
- Manual dexterity required for typing, filing, etc.
- Minimal lifting.
- Vision requirements as appropriate for working on computer and with typed and handwritten materials.
- Ability to travel to meetings in a variety of locations, including Community Health Centers, conferences, and other regional and national meetings; travel may include site visits, preparatory meetings, and event implementation.

TRAVEL REQUIREMENT

- Domestic travel approximately 3-5 times per year, up to a week at a time, including some weekends.

EMPLOYMENT PRACTICES

NWRPCA is an Equal Opportunity institution and does not discriminate against any person in employment or participation in its programs and benefits on the basis of race; color; religion; creed; national origin; citizenship or immigration status; sex; sexual orientation; gender identity; age; the presence of any physical, mental, or sensory disability; the use of a trained service animal by a person with a disability; genetic information; honorably discharged veteran or military status; marital status; status as a victim of domestic violence, sexual assault, or stalking, or any other status or characteristic protected by local, state, or federal law."