

MEMBER RELATIONS REPRESENTATIVE

General Statement of Duties

Performs professional work in support of services for the members of the State Employees Association of North Carolina (SEANC). Enhances SEANC's strength by recruiting non-members and retaining current SEANC members. Empowers SEANC members to recruit state employees to become SEANC members and encourage participation within the districts and all levels of SEANC.

Distinguishing Features of the Class

An employee in this class is responsible for a geographical area of the state and serves as the primary SEANC Member Relations Representative (MRR) to the districts in that geographical region. The employee is responsible for membership recruitment/retention programs, member services, training, promoting the member discount program, and marketing SEANC and its insurance and benefits programs. The employee provides consultation and information to district officials, members, and non-members on pay, state health plan, and retirement issues along with personnel, performance evaluation, and state and agency policies and programs. The employee also provides information on SEANC's legislative agenda and actions during the legislative sessions affecting state employees. The employee in this class may serve as a trainer when needed. Work includes planning strategies and program development for member recruitment and retention. Work involves extensive public contact, responsibilities with district chairs and members as well as State agency and University officials, and extensive travel within the state. Work requires planning, organizational and scheduling skills to cover the geographical area and number of work sites, as well as independent judgment and initiative. Work is performed under the general supervision of the Director of Member Relations and the Lead Member Relations Representative and is evaluated based on conferences, reports, feedback from presentations, visits with members and training evaluations.

Duties and Responsibilities

Essential Duties and Tasks

Serves as the primary SEANC MRR to the assigned districts on all matters involving association activities. Works in consultation with District Chairpersons in all aspects of SEANC.

Plans long and short term strategies with districts for continuous membership recruitment and retention; analyzes membership reports, identifies trends in area membership, and takes action to address; develops innovative and creative membership recruitment/retention programs and provides materials and technical assistance to districts in implementation of membership recruitment and retention programs.

Serves as staff liaison to a geographical area's regional membership chair, district chairpersons, district membership chairpersons, and other district chairpersons. Meets with chairpersons and members providing technical advice on various SEANC and district activities and issues.

Provides information, speaks on and replies to SEANC members concerns and complaints as they arise; provides information and responds on personnel, retirement, pay, state health plan, association platform and legislative issues and positions, and interprets the status of pending legislation.

Makes presentations at various state work sites to promote and inform state employees of the benefits and advantages of SEANC membership, including structure and organization, dues, legislative accomplishments and membership insurance programs and provisions. Stresses the importance of member building a strong political action committee (EMPAC) and encourages SEANC members to contribute to EMPAC through payroll deduction.

Organizes and schedules travel to regularly visit all state agencies in assigned districts; makes planned and impromptu visits; attends DOT safety meeting; meets with all shifts having 24-hour operations, i.e. prisons, psychiatric hospitals; attends new employee orientations at various agency locations.

Organizes, coordinates, and conducts training for committee chairs and members on topics such as membership recruitment/retention, insurances, etc. Ability to develop and present training programs as needed.

Plans, coordinates, and implements all aspects of "blitz" membership enrollments; coordinates with personnel directors, department heads, college presidents, university chancellors, etc. along with district members as applicable. Makes visits and presentations to worksites in SEANC regions; may involve other MRRs to adequately cover the assigned geographical area; assists other MRRs in conducting respective blitzes.

Reviews membership data and reports and provides input to supervisors on trends, problems, and progress of district efforts.

Markets all SEANC insurance policies and programs to members.

Attends and may assist in planning special legislative events and programs, dinners, fundraiser, etc. within assigned districts and at regional and state levels.

Assists in and attends the SEANC Annual Convention, Board of Governors Meetings, state, regional, and district meetings, including district annual meetings in assigned area.

Attends scheduled state meetings and conferences as needed such as Vocational Rehabilitation Association, North Carolina Pupil Transportation Association, North

Carolina Correctional Association, and North Carolina College and University Personnel Association. Attend agency benefits fairs such as DOT Division Wellness Fairs and various university and community college benefits fairs. Make presentation at retirement planning workshops sponsored by State Human Resources.

Maintains related records and correspondence; creates, generates, and distributes correspondence with agency heads, personnel directors, SEANC staff, SEANC district chairpersons and membership chairpersons, and youth and retiree council chairpersons; distributes approved information and materials.

Complies with all applicable state campaign finance and insurance laws.

Additional Job Duties

Assists with setting up special events; picks up and delivers materials when traveling around assigned region and the state.

Maintains SEANC vehicle; assures vehicle is washed, oil changed, tires rotated and regular service and repairs are scheduled.

Maintains accurate time sheets in electronic payroll system, expense reports, and vehicle travel logs and submits them in a timely manner.

Maintains an online activity calendar.

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

Individuals should have at least three years experience in state government and a minimum of one-year experience participating in SEANC training activities, or three years equivalent outside experience.

Considerable knowledge of marketing and publicity techniques used in effective and successful membership services delivery.

Considerable knowledge of state government structure and General Assembly operations.

Time-management skills to include organizing, planning, and scheduling multiple work priorities and travel/meeting requirements throughout an assigned geographical region or wherever needed as prioritized by the Director of Member Action.

Skill in organizing, planning, communicating, and working with volunteer groups and leaders.

Ability to communicate effectively in oral and written forms.

Ability to organize presentations to meet effectively the needs of specialized groups of employees.

Demonstrated ability to speak comfortably to large groups of state employees.

Ability to analyze and interpret recruitment and retention data, identify trends and make recommendations to higher level for necessary action to correct problems.

Must possess basic computer skills and ability to use Microsoft Word and Excel.

Ability to maintain accurate and timely records of member services visits and activities.

Ability to exercise sound judgment in scheduling, decision-making, and problem resolution.

Ability to establish and maintain effective relationships with all levels and groups of state employees.

Ability and initiative to monitor, review, and build knowledge of SEANC activities, legislative actions, and agency rules and policies; to report those positively and/or interpret/explain complex information in the field and district visits.

Willingness and ability to travel extensively for SEANC, sometimes with little notice, and participate in a variety of meetings, conference, and sessions across the state.

Maintains familiarity with SEANC Bylaws and Policy Platform objectives.

Physical Requirements

Must be able to physically perform the basic life operational functions of balancing, kneeling, crouching, standing, walking, pulling, lifting, fingering, grasping, feeling, talking, hearing and repetitive motions.

Must be able to perform medium work exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to life or move objects.

Must possess the visual acuity to work with data and figures, operate a computer, do extensive reading, operate a motor vehicle, and operate modular and automated devices from the car or the home.

Desirable Education and Experience

Graduation from a four-year college or university preferably with a major in mass communications or related field and three years of professional level experience preferably in marketing, public relations, or public information and preferably related to state employment that provides knowledge of the state's laws, rules and policies. An equivalent combination of education and experience will be considered.

Special Requirements

Possession of a valid North Carolina driver's license. Clean driving record.

Willingness and ability to successfully complete Insurance Agent Certification by the North Carolina State Insurance Department for Life, Accident, and Health. The employee must also maintain this license by completing the 24 continuing education units required by the Department of Insurance annually.

State Employees Association of North Carolina
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