



## **Member Engagement & Communications Specialist**

**Reports To:** Vice President of Marketing & Member Engagement

**Location:** Remote | Full Time

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### **Position Overview**

The Member Engagement & Communications Specialist is an execution-focused role responsible for supporting a clear, consistent, and professional experience for Primera's Member-Owners and Supplier Partners.

This role ensures members have access to accurate information, organized resources, and well-coordinated communications across platforms, programs, and events. The Specialist plays a key role in keeping engagement systems running smoothly and ensuring follow-through across member-facing initiatives.

Working closely with the VP of Marketing and Member Engagement, cross-functional teams, Supply Partners and Member-Owners, this position supports Primera's mission to: Leverage our group's combined size and scale to provide our Member-Owner Companies and our Supplier Partners with the tools, skills, knowledge, and innovation that create exceptional returns and competitive advantages that ensure they grow and prosper.

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### **Role Focus**

This is a **task-oriented, execution-first role**.

Success requires strong organization, attention to detail, and reliability. As familiarity with systems and programs grows, the role also contributes observations and ideas that support continuous improvement.

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### **Key Responsibilities**

#### **Member Platforms & Training Support**

- Support the day-to-day accuracy and usability of Primera's website, Member Portal, and Primera University
- Maintain and organize member resources including training materials, supplier tools, SOPs, and program documentation



- Coordinate access and permissions for members, suppliers, and internal users
- Monitor basic engagement trends and share observations with internal stakeholders

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## Documentation & SOP Support

- Support the documentation and maintenance of clear, accessible SOPs and process materials
- Assist with keeping operational documentation current as workflows evolve
- Help maintain a centralized repository that supports onboarding and day-to-day operations

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## Member Feedback & Surveys

- Coordinate surveys and feedback collection following events and initiatives
- Summarize feedback into clear, usable insights highlighting themes and opportunities
- Track follow-up actions and maintain historical feedback records

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## Event & Program Support

- Support planning and execution of key cooperative events, including:
  - Annual Meeting & Supplier Expo
  - Member-Owner Meetings
  - Primera Strategic Planning Meeting
  - Business Summits and Executive Roundtables
- Assist with logistics, communications, materials, and follow-up
- Help ensure events are well-coordinated, professional, and executed as planned

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## Marketing & Communications Support

- Support development and distribution of member communications including newsletters, event communications, and program updates
- Assist with content calendars across email, internal platforms, and select social channels
- Coordinate content inputs from internal teams, suppliers, and members
- Help ensure brand consistency and quality across communications

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## Operational Excellence & Improvement Support

- Support coordination, documentation, and communication improvements across member-facing programs
- Share observations that may help improve clarity, efficiency, or member experience
- Assist with tracking participation and engagement trends
- Support Primera's G.I.V.E. pillars—Growth, Influence, Value, and Engagement

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## Essential Skills & Abilities

- Strong organization and execution skills with consistent follow-through
- Clear written and verbal communication with strong attention to detail
- Comfort learning and working within digital platforms and systems
- Ability to manage multiple priorities without dropping commitments
- Dependable, self-motivated, and comfortable working in a remote, cross-functional environment

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## Education & Experience

- Bachelor's degree in Business, Marketing, Communications, or related field (preferred)
- Relevant experience in communications, coordination, member engagement, event support, or association/cooperative environments
- Experience working cross-functionally with multiple stakeholders
- Familiarity with the green industry is a plus, but not required

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## Key Personal Attributes

- Execution-focused, reliable, and accountable
- Service-oriented with a genuine commitment to helping others succeed
- Organized, proactive, and solutions-minded
- Collaborative and comfortable supporting independent businesses
- Curious and open to learning and growth

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## About Primera

**The Modern-Day Cooperative. Built by Independents. Powered by Data. Driven by Excellence.**



Primera is a national cooperative serving professional turf, ornamental, and the specialty green industry. We help independent distributors and suppliers grow stronger together through scale, data, and disciplined execution.

Through strategic partnerships, innovative data solutions, and programs anchored in our G.I.V.E. Pillars of Excellence, Growth, Influence, Value, and Engagement, Primera delivers meaningful value to Member-Owners and Supplier Partners while shaping the future of the specialty green industry.