

## **JOB DESCRIPTION**

# **VICE PRESIDENT, MEMBERSHIP**

### **Position reports to President**

#### **PURPOSE**

To oversee and coordinate the strategic and functional activities of member recruitment, on-boarding, involvement and renewal.

#### **IMPACT**

Membership volume will increase as a result of a successful VP of Membership. Increased membership is measured by number of members as well as % of renewing members.

#### **REQUIREMENTS**

- ◆ A member in good standing of the Chapter and National ASTD.
- ◆ Time commitment/responsibility (approximately 15 hours per month).
- ◆ Commitment of at least one year term (January 2015-December 2015)

#### **PRIMARY DUTIES AND RESPONSIBILITIES**

- ◆ Attend and participate in monthly Board meetings and monthly chapter meetings. Participate in other chapter events, committee meetings and conferences as available.
- ◆ Plan and implement membership drives: new, corporate, student and renewal.
- ◆ Plan and implement campaigns to contact lapsed members and determine why they are no longer members
- ◆ Ensure the new-member on-boarding process introduces each new member to:
  - Chapter resources
  - At least three members of Chapter Management
  - At least three members of the Chapter Board
- ◆ Arrange networking/social activities for the members
- ◆ Ensure that communication and reports of Membership team activities are made to the Board and Chapter members in a timely fashion.
- ◆ Monitor membership activity and provide reports at board meetings.
- ◆ Monitor joint membership with National to ensure CORE compliance.
- ◆ Chair the Membership Team (includes recruiting volunteers and developing them to the level that they could be considered for future manager and/or board positions).
- ◆ Develop and conduct needed training to ensure that the Member manager & team are prepared for their duties.

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- ◆ Review and approve all membership materials and/or programs prior to implementation.
- ◆ Groom volunteers to serve as future Vice President of Membership.

## **FINANCIAL SCOPE**

- ◆ Develop and manage the Membership budget, including assisting direct reports with budget management if needed.

## **SKILLS AND COMPETENCIES**

- ◆ Management, financial planning, communication, teambuilding, motivational, and problem-solving skills.
- ◆ Ability to delegate and hold individuals accountable.

## **SUPERVISES**

- ◆ TBD

## **OTHER**

- ◆ Contribute on an ad-hoc basis to Chapter communications, including but not limited to:
  - Chapter Newsletter
  - Chapter Blog
  - Chapter eNewsletter
  - Chapter Social Media sites
- ◆ Assist project team members in enhancing their resume with the skills used during the project. Obtain assistance from the VP Talent Management, if necessary.