VP of Membership Recruitment and Retention

Description:

The VP of Membership Recruitment and Retention is responsible for the chapter’s recruitment and retention strategy for members, including serving as the primarily liaison for membership questions, researching member needs, and leading the development of membership campaigns and outreach efforts.

Key Duties

* Manage the volunteer leadership position(s) of: Director of Membership Engagement
* Co-Chair the chapter Membership Committee
* Provide information and answer questions regarding joining ATD and/or ATD Midlands, including:
	+ Explain the benefits of a national membership versus just a local membership
	+ Explain the benefits of power (joint) membership
	+ Discuss the SIGs
	+ Explain the GIGs and how they work
	+ Invite possible member to an event free of charge
* Conduct door prize giveaways and welcome new members and guests at the end of each meeting
* Assist efforts to develop and conduct annual member survey in partnership with VP of Education. Also lead in analyzing results and establishing goals associated with member satisfaction and Chapter growth.
* Develops and manages stay interviews for current members. Analyzes the data annually and provides insights to the board and Membership Committee.
* Encourage and promote joint membership, including developing and providing short presentations on Power Membership for chapter events
* Oversee annual and ad hoc membership outreach efforts for Midlands region and online recruitment
* Attend and participate in Board meetings and chapter meetings. Participate in other chapter events, committee meetings, and regional conferences as available.

Qualifications:

* Strong marketing and public relations skills.
* Ability to engage members and potential members in activities that add value to their membership.
* Ability to build, motivate, and lead a team of volunteers.
* Ability to complete projects and goals within established timeframes.
* Working knowledge of computers and software applicable to position (e.g., Word, Excel, PPT, email, etc.).
* Ability to learn role-specific software (i.e. online surveys)
* Member in good standing of the Midlands ATD Chapter. (National Membership is required of Board members. If required, the chapter will sponsor the board member’s national membership.)
* Able to serve in position for a term of one year with possibility of re-election for an additional term.
* Time available to attend Board meetings, Membership Committee meetings, and Chapter meetings as specified in Bylaws.
	+ Includes time available to chair committee meetings, participate in preparation for special events, etc.