



## Director of Membership

### Position Summary:

The Director of membership manages the overall membership function including the design and implementation of programs that broaden membership engagement for the chapter, increasing membership by an identified goal, and retaining current members.

### Time Commitment:

**Term:** Two Year

### Estimated Time Requirements per month:

- Attending board meetings: 2 hours (plus travel time if in-person)
- Attending monthly chapter meetings: 2 hours (plus travel time if in-person)
- Attending ATD Leader Calls: 1 hour
- Communicating with Board members about routine issues: 1-2 hours
- Corresponding with members via phone or email about routine issues: 1-2 hours

### Responsibilities:

#### Member Recruitment/Orientation/ Retention

- Creates prospect and new member materials detailing top benefits of joining the organization, and upcoming opportunities to meet other prospects/members
- Ensures new member orientation occurs on a regular basis with board and committee members available to answer questions regarding the organization
- Coordinates distribution of membership materials, including current rosters and member benefits.
- Implements programs that result in decreased membership expirations
- Ensures processes are in place to follow up with members whose annual membership is about to expire, and advocates renewal
- Increases member renewal by a stated amount
- Monitors power membership on a quarterly basis with assistance from ATD Chapter Relations Manager

#### Member Satisfaction

- Provides services that will enhance new members acculturation to the organization
- Work with other departments to conduct needs assessment and member satisfaction surveys on a regular basis, reports results and make recommendations to the board

## **Board Participation (Voting Member)**

- Participates in the development and implementation of short-term and long-term strategic planning for the chapter
- Provide a report on membership renewals and expirations and updates at the monthly Board meeting
- Maintain and update records relevant to the position for benefit of successor
- Before the end of Board term, recommend at least two potential candidates for the position
- Train successor in duties for this position during the transition period prior to successor's term of office
- Support and promote chapter affiliation requirements (CARE), and the strategic goals and action plans of the chapter
- Represent the chapter professionally and ethically in all business functions/organizational activities
- Attend and participate in board and chapter meetings
- Participate in other chapter events, committee meetings, and regional conferences as available

## **Key Collaborators**

All Directors requiring assistance and, especially, the following:

- Director, Professional Development & Programs
- Director, Community Relations
- Director, Marketing and Communications
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## **Qualifications:**

- Required to be a member of ATD National and Valley of the Sun chapter
- Solid information technology experience and social media skills
- Skilled in written and verbal communication, personal interaction, and problem-solving
- Ability to plan, organize and execute activities as required by the position
- Ability to complete projects within established timeframes
- Ability to delegate tasks and monitor follow-through
- Time available to fully participate in chapter programs and board meetings
- Has a willingness to advocate the chapter
- Ability to seek others out as volunteers