

# Director of Membership

## Position Description



## Position Summary

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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.

## Responsibilities

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- Works in partnership with Marketing and Communications to design and implement campaigns and activities to attract new members and retain existing members.
- Ensures new member welcoming/orientation occurs on a regular basis.
- Ensures processes are in place to follow up with members whose annual membership is about to expire, and advocates renewal.
- Provides services that will enhance new members acculturation to the organization.
- Conducts needs assessment and member satisfaction surveys on a regular basis, reports results and makes recommendations to the board.
- Provides the board with reporting on the overall health and trends in membership.
- Reviews membership pricing and recommends changes, if applicable.
- Helps ensure the chapter meets or exceeds joint chapter/ATD membership goals.
- Recruits and trains volunteers to support the membership function and develops successors for the Director of Membership role.
- Attends and participates in monthly board meetings, chapter meetings, and ATD Chapter Leaders Conference (ALC), when available

## Requirements

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- Be a member in good standing of CVATD and ATD
- Ability to serve full term of the position (2-years)
- Consistently attend CVATD Board and Committee meetings or appoint a representative to attend
- Regularly attend CVATD events and functions
- Associate Professional in Talent Development (APTD) or Certified Professional in Talent Development (CPTD) Certification encouraged

## Time Commitment

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- Attend board meetings: 1-2 hours monthly
- Attend board retreats: 4 hours twice per year
- Perform project work:
  - 1-3 hours/month for administration, communication and 1:1 meetings
  - 1 hour/month preparing monthly board reports
  - 5-10 hours/year for annual membership survey and special projects
- Optional development activities: Monthly webinar with NAC, ATD Leadership Conference

## Benefits of Serving

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- Discounted ATD membership and free upgrade to Professional Plus membership
- Develop/practice organizational and leadership skills
- Opportunity to increase professional network by participating chapter meetings, board meetings, regional, or ATD Leadership meetings and events
- Professional development opportunities through NAC and ATD Chapter Leadership Programs (budget permitting)