

Director of Membership

Position Summary:

The Director of Membership manages the membership function and annual activities including the design and implementation of initiatives that broaden membership engagement for the chapter, retaining current members, and creating and implementing strategies to increase membership.

Time Commitment:

Term: Two years

Estimated Time Requirements per month:

- Attending membership committee meetings: 1-2 hours plus travel time
- Attending monthly chapter Board meetings via conference call: 1 hr. plus preparation time
- Attend, or have committee member attend) the chapter's monthly programs to meet current and potential members
- Attend to weekly project work: Avg. 3-4 hrs./week

Responsibilities:

- Responsible for Chairing the Membership Committee: guides and supports team including the Member(s)-at-large
- Creates new member packets detailing top benefits of joining the organization, and upcoming opportunities to meet other prospects/members
- Ensures new member orientation process is current and occurs on a regular basis with board members available to answer questions about the organization
- Coordinates distribution of membership packets, including current rosters and member benefits
- Sets and achieves annual goals to increase member renewal
- Implements strategies that result in decreased membership expirations
- Ensures effective annual renewal processes are in place to retain members
- Maintains membership database, tracks new, renewed, and expired memberships and reports to board on a regular basis
- Provides exceptional customer service and responds to member questions in a timely and professional manner
- Conducts an annual needs assessment and member satisfaction survey, in partnership with the Programs Committee, reports results and makes recommendations to the board
- Partners with other committees and members to highlight the value to becoming a member
- Attends and participates in all monthly board meetings and chapter programs
- Participates in other chapter events, committee meetings, and conferences as available
- Represents chapter professionally and ethically in all business functions/organizational activities

Qualifications:

- Must have the time available and commit to fully participate in all board functions
- Must be a National member of ASTD (or have a willingness to become a National member upon election to the board) and a member in good standing with the local chapter
- Demonstrated marketing and public relations skills
- Intermediate skills with Microsoft Excel, social media, and other business software applications
- General competency using virtual conferencing tools and other collaborative platforms such as Google Apps

- 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
- Has a willingness to advocate the chapter
- Ability to seek others out as volunteers

Benefits:

- Discounted national membership - \$119 instead of \$199
 - Access to resources from National ASTD
- Access to a network of local L & D professionals
- Working with other Chapter leaders who are motivated, talented and doing leading edge work
- Opportunity to expand your current skillset by serving as a Chapter leader
- Opportunity to advance the field of learning and development in State of Vermont, northeast and nationally

ASTD Resources:

[Chapter Relations Manager](#)

[National Advisors for Chapters \(NAC\)](#)

[Chapter Operating Requirements \(CORE\)](#)

[Sharing Our Success \(SOS\)](#)

[Chapter Leader Community \(CLC\)](#)

[Leadership Connection Newsletter \(LCN\)](#)

[Toolkits](#)

[Chapter Leader Webcasts](#)