



**PCMA Southeast Chapter
Board of Directors Position Description**

Position Title: ***Director of Membership***
Reports to: Chapter President

POSITION SUMMARY:

The Director of Membership is responsible for initiating and leading membership recruitment and retention efforts. This position is responsible for leading the chapter's Membership Committee of Volunteers on all membership initiatives of the PCMA SE Chapter.

Statement of Purpose: Recruit new members and retain members

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Board & Leadership

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for membership initiatives
- Create a succession plan and train successor toward end of term

Recruitment & Retention

- Oversee membership outreach efforts by the Membership Committee of Volunteers
- Know and set goals to exceed member recruitment goals of organization
- Know and set goals to exceed member retention goals of organization through execution and management of the member engagement plan to ensure current members renew, and lapsed/expired members rejoin
- Develop and execute recruitment and retention strategies (to include telephone calls, emails, and face to face interaction)
- Lead a committee to follow up with email and phone calls to nonmembers who attend chapter programs and events
- Source prospect lists through chapter events, member referrals and trade agreements
- Participate in industry tradeshows for recruitment and retention of members
- Promptly respond to all prospect inquiries

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Website, Social Media & Online Community Management

- Write and submit membership information for Chapter News on website and subsequent newsletter ☐
- Assist with social media postings to generate member interest

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledgeable of PCMA
- Ability to create and deliver membership presentations in individual and group settings
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.