



**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

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.