



Chapter Leader Position Description: Vice President of Membership

Position Summary:

The vice president 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: One year

Estimated Time Requirements per month:

- Attending board meetings: 2 hours plus travel time
- Attending membership committee meetings: 1-2 hours plus travel time
- Attending monthly chapter meetings: 3 hours plus travel time
- Communicating with administrative office about routine issues: 2-4 hours

Responsibilities:

Member Recruitment/Orientation

- Creates prospect and new member packets 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 packets, including current rosters and member benefits.
- Markets Power Membership to guests and new chapter members

Member Retention

- 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
- Assists VP Programs with CEU Certification needs for members

Member Satisfaction

- 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 make recommendations to the board

Training

- Trains incoming Vice President of Membership
- Trains volunteers to support membership functions

Board Participation

- Partners with other committees (marketing, programs) to highlight the value to becoming a member
- Attends and participates in all monthly board meetings and chapter programs.
- Tracks new, renewed, expired, and “Power Member” memberships and reports to board on a regular basis as per CARE requirements.
- Participates in other chapter events, committee meetings, and conferences as available
- Represents chapter professionally and ethically in all business functions/organizational activities

Qualifications:

- Member of ATD and chapter
- Solid marketing and public relations 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

ATD Resources:

[Chapter Relations Manager \(CRM\)](#)

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

[Chapter Affiliation Requirements \(CARE\)](#)

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

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

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

[Toolkits](#)

[Chapter Leader Webcasts](#)