**Position Description: Director of Membership**

**Term**: One Year

**Monthly Time Commitment:** 5-7 hours

**Board Member Benefits – Total $700 value**

* Paid ATD national membership at the Professional Plus level
* Paid Greater Richmond ATD membership
* Paid registration to ALC (ATD Chapter Leaders Conference)
* Fantastic resume builder
* In-depth exposure and networking opportunities

**Position Summary:**

The Director of Membership manages the overall membership function, including the design and implementation of programs that broaden membership engagement for the chapter, thereby increasing membership by an identified goal and retaining current members.

**Board Participation**

* Attends board meetings and working sessions regularly (min. 80% attendance).
* Participates in other chapter events, committee meetings and conferences as available
* Represents chapter professionally and ethically in all business functions/organizational activities

**Duties & Responsibilities:**

Member Recruitment/Orientation

* Oversee the effort to create new member onboarding detailing top benefits of joining the chapter and upcoming opportunities to meet other prospects/members
* Actively promote the benefits of joint membership with national ATD
* Ensure new member on-boarding occurs on a regular basis with board
* Facilitate annual membership survey

Member Retention

* Implement programs that result in decreased membership expirations
* Follow up with members whose annual membership is about to expire and advocate renewal
* Track new, renewed, and expired memberships and report to Board on a regular basis

Training

* Recruit and train incoming future Director of Membership
* Recruit and train volunteers to support membership functions
* Update personal knowledge of ATD strategies and operations

General

* May be asked to write articles for newsletter
* Support and promote CARE and the strategic goals and action plans of the chapter

**Qualifications:**

* Member of Greater Richmond ATD Chapter
* Skilled in written and verbal communication, personal interaction, and problem-solving in a team environment
* Ability to plan, organize, and execute activities as required by the position
* Ability to complete projects within established timeframes
* Ability to attract and lead committee members
* Willingness to advocate for the chapter and represent chapter professionally and ethically in all business functions/organizational activities

**Last Updated: November 2023**