

Chapter Leader Position Description: Director of Community Relations

Position Summary:

The Director of Community Relations manages the increase of individual membership and renewals and supports the overall member experience. This includes designing and implementing programs that broaden membership engagement for the chapter, thus increasing membership and retaining current members.

Time Commitment:

**Term**: One Year

Estimated Time Requirements per month:

Perform responsibilities of the position and participate in communications about chapter issues: 5 hours

Prepare monthly report: 1 hour

Attend monthly board meeting: 1.5 hours plus travel time

Attend monthly chapter meetings when possible: 2 hours plus travel time

Participate in at least one chapter-wide committee: 2 hours

Attend Annual Chapter Leaders (ALC) conference (optional)

Responsibilities:

Community Engagement

Identify local corporations and organizations that have a large enough in-house learning and training department to qualify for the corporate membership[SS1]

Identify local learning and training professionals to attend chapter events and/or become members

Partner with other committees (marketing, programs) to highlight membership value

Track new, renewed, and expired memberships

Contribute to and support the chapter’s overall member experience

Member Retention

Support programs that result in decreased membership attrition

Follow up with members whose annual membership is about to expire and advocates renewal

Member Satisfaction

Support programs and services to attract new members and engage current members

Assists with the needs assessment and member satisfaction surveys

Training

Recruits and trains volunteers to support this role

Updates 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

Board Participation

Reports community engagement and member retention efforts to the VP of Membership on a regular basis

Participates in monthly board meetings

Attends chapter meetings, ATD International Conference & Exposition, and ATD Chapter Leaders Conference (ALC), as available

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 Greater Richmond ATD Chapter
* Member of national ATD (recommended)
* 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
* Willingness to advocate for the chapter and represent chapter professionally and ethically in all business functions/organizational activities
* Time to attend board meetings and other chapter functions as required by this position

**Benefits:**

* Discounted membership for national ATD
* Paid membership for Greater Richmond ATD Chapter
* Paid attendance for Greater Richmond chapter events
* ALC conference and hotel registrations (when appropriate)