**Position Description: Director of Community Relations**

**Position Summary:**

The Director of Community Relations manages the increase of individual and corporate 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.

**Term:** One year

**Minimum Time Requirements:**

· 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 for in-person meetings

· 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 expirations

· 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

**Benefits:\***

· Paid 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)