

**Chapter Leader Position Description: Director of Member Experience**

**Position Summary:**

The Director of Member Experience manages the initial engagement of new chapter members through a consistent orientation to our Chapter, events, and development opportunities as well as the engagement and satisfaction of existing 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 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:**

**New Member On-Boarding**

* Utilize strategies and creates programs and resources to assist in the on-boarding of new chapter members
* Contribute to and support the chapter’s new membership efforts

**Member Engagement**

* Communicate member experience information and related opportunities to new, current, and potential members
* Use annual and event surveys to track member experience
* Recruits and trains volunteers to support member experience to the chapter

**Member Satisfaction**

* Supports programs and services to attract new members to the chapter 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 new member onboarding and existing member engagement 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)