

**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, thereby increasing membership by an identified goal 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 : 1-2 hours
* Participate in at least one chapter-wide committee: 2 hours
* Attend monthly board meetings: 1.5 hours plus travel time for in-person meetings
* Attend monthly chapter meetings when possible: 2 hours plus travel time
* Attend Annual Chapter Leaders (ALC) conference (optional)

**Responsibilities:**

**Member Recruitment/Orientation**

* Lead the effort to create new member packets detailing top benefits of joining the chapter and upcoming opportunities to meet other prospects/members
* Actively promote the benefits of power membership
* Ensure new member on-boarding occurs on a regular basis with board and committee members available to answer questions regarding the organization
* Partners with other committees (marketing, programs) to highlight membership value

**Member Retention**

* Implement programs that result in decreased membership attrition
* Support processes to follow up with members whose annual membership is about to expire and advocate renewal
* Increase the yearly membership total by ten percent and ensure joint membership of at least 35%
* Track new, renewed, and expired memberships and report to Board on a regular basis

**Member Satisfaction**

* Develop strategies and support services to enhance new members acculturation to the chapter
* Conduct needs assessment and member satisfaction surveys on a regular basis, report results, and make recommendation to the Board

**Training**

* Recruit and train incoming Vice President of Membership
* Recruit and train Directors 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

**Board** **Participation**

* Reports all membership information to the board on a regular basis
* Reports on membership status of chapter each January at strategic planning meeting and each month at board meetings
* 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, preferred
* Ability to build, motivate, and lead a team of volunteers
* Ability to plan, organize, and evaluate chapter activities
* Effective verbal communication, diplomacy, personal interaction, and problem-solving
* Ability to lead committees, delegate tasks, and monitor progress
* 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:**

* 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)