

Vice President of Membership

POSITION DESCRIPTION:

While the focus on membership is that of the entire board, this appointed Director at Large is responsible for addressing the needs of chapter membership, including membership recruitment, retention, and associated value delivery in accordance with chapter policies and bylaws.

RESPONSIBILITIES:

Develop and Implement a Chapter Membership Plan

- Ensure continued growth through inclusive recruiting, retention, and member engagement, including the establishment of measurable goals and the monitoring of success metrics for appropriate action using membership data and membership feedback.
- Develop and implement a plan to recognize member milestones (such as anniversaries or awards).
- Develop, maintain, and implement a membership retention program.
- Provide members and non-members with opportunities for networking, roundtable, mentoring, and access to PMI member programs

Customer Service

- Answer general member/nonmember information inquiries and other requests for assistance with membership and its benefits.
- Support and attend annual general meeting and all chapter meetings as appropriate.
- Communicate Membership Renewal Date Approaching, Missed Renewals, and Welcome emails to new chapter members and thank you emails for renewal.

Professional Development and Education

- Gather career development topics and maintain list for planning and future reference
- Oversee development of career development events to our members and non-members in cooperation with Operations
- Responsible for supporting members in achieving PMI credential certifications
- Responsible for administering the PDUs associated with Chapter events
- Oversee activities of committees that fall under the Vice President of Membership ensuring proper onboarding and orientation of all members.
- Develop a succession and transition plan for committee members.

Market Research

- Review and analyze member satisfaction survey data and enhance membership benefits.
- Analyze and integrate survey feedback for inclusion in the annual planning.
- Develop and administer current and prospect/ lapsed (non-renewal) member surveys (satisfaction and other).
- Conduct research on surrounding industries, non-profits, educational institutions, and employers for potential membership increase growth opportunities

Business Acumen Skills:

- Budget management
- Marketing
- PMI knowledge and experience
- Proficiency in using survey tools/market research/ demographic research
- Proficiency in using PMI ThoughtSpot

Power Skills:

- Persuasion/motivation
- Public speaking/presentation

Minimum Hours per Month: 8

Average Hours per Month: 12