



Membership Director-Elect

Function:

To support and learn all Membership Director roles and responsibilities. In the Membership Director's absence, fulfill all Membership Director responsibilities as outlined. Play a key role in maintaining the health and growth of your Chapter membership. Work with President and chapter leadership (and SHRM National) to engage and attract new members. Execute membership acquisition and renewal campaigns on an ongoing basis. Be the face of Membership for your chapter!

Assist HR professionals and businesses excel through utilizing membership benefits. Engage members through chapter activities. Expand chapter outreach through connections with those that could benefit from membership.

Responsible To:

- The chapter president
- The members of the chapter

Responsibilities:

- Monitor and share membership metrics with the board so that you can see increases or decreases in membership timely and take action as appropriate.
- Develop and execute short-term and long-term membership strategic plans.
- Help members and potential members learn about the value of membership and how this can advance their careers and benefit their organizations.
- Provide information about dual membership benefits on the chapter website, chapter social media sites, and in the chapter newsletter (if applicable).
- Reinforce key membership benefits by sharing at every meeting – it's incredible how quickly people lose sight of various benefits, so you have to remind them!
- Provide opportunities for members to connect as a direct correlation to membership retention and engagement. These vital key activities that improve year-over-year renewals:
- Host New Member Onboarding meetings/webinars, so members get the most from their SHRM and Chapter Membership.
- Schedule ongoing networking events for members and prospective members.
- Encourage At-Large (SHRM members in the area who aren't chapter members) to join the chapter.
- Know your members.
- Manage the membership list and directory to ensure its up-to-date and changes are provided to SHRM.

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- Utilize the data to provide information to board members such as positions, industries represented, etc. This will guide the chapter in event planning and other activities.
- Ensure the chapter meets minimum SHRM affiliation requirements.
- Check periodically with members whose email addresses are no longer to obtain their updated information.
- Be an active board member by providing membership updates and information at every chapter event and board of directors' meetings.
- Learn from other chapters and share your chapter's successes and challenges. Work with the State Council Membership Director to connect to other chapters.
- Take an active role in the human resources community to provide information about the value of membership.

Requirements:

- Must be a SHRM national and Chapter member in good standing

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