



## **MEMBERSHIP DIRECTOR**

### **Job Description**

#### **Function**

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Manage the membership function to successfully achieve increased chapter memberships and renewals. Attend monthly membership and Board of Director meetings, and semi-annual retreats. Establishes and chairs the Membership Committee.

#### **General**

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- Must be a qualified regular member of CCHRA in good standing at the time of nomination or appointment.
- Must remain a current member in good standing of CCHRA through the end of the term of office.
- Preferred: Membership with SHRM.
- Must attend a minimum of 75% of Board meetings (9 meeting).
- Must attend a minimum of 67% of CCHRA events (4 events).

#### **Key Responsibilities**

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##### **Attract and Retain New CCHRA and SHRM Members**

- Carryout ad hoc assignments of President e.g., membership promotion; recommendation of membership criteria changes.
- Plan prospective member events (2 small mixers and 1 larger mixer generally in the fall).
- Respond to requests for information about membership through telephone calls, personal contacts and correspondence.
- Maintain and update supplies of membership materials: applications, informational brochures, etc.

##### **Process New Membership Applications**

- Compile applicants' employment data and membership committee's recommendation for status; present to the Board of Directors each month's meeting.
- Confirm & coordinate receipt of payment with CCHRA Treasurer.
- Call new member and inform of approval (contact applicants to gather information as needed to evaluate application); notify approved members in writing of membership status, including a current membership directory; fax application to chapter newsletter publish, add new member to database.

- Announce new members at appropriate venues (programs, newsletter etc.)

### **Newsletter Submissions**

- New members should be submitted to newsletter publisher on or before due dates so that new members are announced in the newsletter.
- Develop articles about membership events and activities on a bi-monthly basis as appropriate.

### **General Membership Meetings**

- Contact new members welcoming them to the associate, invite them to attend the upcoming membership meeting, arrange to meet the new member(s) at the general meeting and introduce the new members to ensure hospitality objectives are met.
- The membership director should announce approval of the new member to the membership at the monthly meeting and introduce new members who are present.
- Cross-Check bi-monthly program registration (in conjunction with CCHRA Treasurer) with membership to ensure proper payment for members vs. non-members.

### **New Membership Orientation**

- Conduct regular new member orientation programs to provide a hospitable and informal orientation for new members to the chapter.

### **SHAPE**

- Membership Director is responsible for those areas as they pertain to membership. Information such as membership count, % of SHRM members, etc. should be captured and communicated with SHRM via a membership roster has to be printed and mailed with the activity report (January).

### **Member Information Changes**

- Any member changes should be indicated on “change of information form” in back of directory. This should be faxed to Newsletter publisher to confirm information is current and accurate. This should be announced periodically to the membership at the general meeting.
- Communicate with Communications Director to update and maintain accurate records for mailings (electronic and otherwise).

### **Renewal Applications**

- Most membership renewals occur in November and December. Members who renewed should be listed in the newsletter in January. Send reminder letters to members who did not renew, including a feedback survey to gather retention data for those who ultimately do not choose to renew. Send thank-you letters to those who renew.

### **Board Vacancies**

- Any vacancy on the Board shall be filled for the unexpired term by vote of a majority of the total Board membership at any regular constituted meeting.
- The membership director is responsible for seeking out and recommending qualified replacement candidates for Board consideration and vote when vacancies occur on the Board of Directors