



## **MEMBERSHIP DIRECTOR**

### Position Summary:

Manage the membership function to successfully achieve an increase in chapter membership. Conduct outreach activities and welcome new members. Maintain the chapter membership database. Organize and coordinate registrations and logistics of monthly meetings.

### Responsible to:

The members of the chapter  
The chapter president

### Responsibilities:

- Receive monthly meeting registrations and prepare list of attendees. Communicate lists to other chapter members as necessary.
- Set up and assist at registration table during monthly chapter meetings.
- Maintain the chapter's membership database with applicable changes/updates. Check periodically with members to obtain their updated information.
- Create and distribute the monthly program survey to Chapter meeting attendees for feedback.
- Work with the chapter President to increase membership.
- Perform outreach activities to increase membership, including annual mailings to non-affiliated SHRM members.
- Follow up with lapsed members to encourage continued membership and gather feedback.
- Ensure sincere and warm welcome to all new members, both verbally and in writing.
- Maintain membership list and provide at monthly meetings.

### General Board Responsibilities:

- Identify and acquire sponsors for chapter meetings and events who are willing to assist the chapter financially in return for an opportunity to promote their product or service to members.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors' meetings.

### Resources Available: *SHRM supplies the following resources for chapter **membership** directors:*

- *Chapter Best Practices (including program ideas)*
- *Chapter Position Descriptions*
- *Fundamentals of Chapter Operations*
- *Guide to Hosting a SHRM Speaker*
- *Fundamentals of Chapter Operations*
- *SHRM Speakers Bureau*
- *SHRM Chapter Speaker Program*

And MUCH MORE...available online at [www.shrm.org/vlrc](http://www.shrm.org/vlrc)