

National Association of Federal Retirees Calgary and District Branch

Title: Director of Membership

Role: The Director of Membership supports branch membership growth through the implementation of effective recruitment and retention strategies.

Working as an integral member of the branch board and accountable to the Branch President, and with the resources and support of the National Office Membership staff, the Director of Membership is responsible for ensuring the best use of branch resources to maintain effective recruitment and engagement activities.

Activities:

The Director of Membership is responsible for the following:

- Serving as a point of contact with the National Office for member recruitment and engagement issues
- Providing local support for national membership recruitment strategy and activities
- Establishing a Membership Growth Committee, as required, and providing leadership for that committee
- Developing and implementing a mechanism for maximizing membership renewals using Branch and/or National Office resources
- Developing and implementing an annual membership recruitment and retention plan which capitalizes on opportunities within the local community
- Preparing a written report on the portfolio's activities and providing this report to the Secretary for inclusion with the meeting agenda.
- Providing an annual report to the branch board on the aforementioned plan
- Using CRM to identify recruitment and retention opportunities and ensuring data is updated as necessary

General Expectations:

- Respects and follows all Association and Branch bylaws, regulations and directives, including the Code of Conduct
- Participates in National Office training and information sessions
- Attend all Board meetings, assigned committee meetings and the Annual General Meeting
- Attending these meetings fully prepared in advance to facilitate the efficient running of the meetings
- Supervises and mentors committee members (if applicable)
- Prior to vacating the Membership Growth Director position, assists in recruiting and training a successor.

Skills and Competencies

- Strong leadership skills
- Knowledge of marketing and sales principles
- Familiarity with membership qualification criteria and membership enrolment and retention procedure
- Knowledge of recruitment and engagement best practices
- Excellent interpersonal and communications skills
- Ability to deliver presentations

- Understanding and ability to navigate social media, including Facebook, LinkedIn, Twitter, etc.
- Mentoring/coaching skills
- Ability to use Association software programs such as CRM