

Virginia SHRM State Council

Membership Director

Position Summary:

Provides leadership to membership activities in chapters, particularly assuring that chapter membership directors have access to resources necessary to recruit at-large SHRM members to chapters, local chapter members only to SHRM, and non-affiliated HR professionals to both organizations. Provides leadership to member engagement/retention measurement and strategies of chapters.

Responsibilities:

- Provide leadership to chapter membership directors in all areas of membership responsibility.
- Assure that chapter membership directors have access to best available resources for member recruitment and retention:
 - At-large members to chapters
 - Local members only to SHRM
 - Non-affiliated professionals to both organizations
 - Engagement/retention of current chapter members
- Track and report to state council statewide and chapter membership growth and other relevant membership data (e.g., demographic data on members).
- Track and report to state council statewide and chapter member retention rates.
- Collect successful membership recruitment/retention initiatives to share with chapter membership directors.
- Provide forum – e.g. state council meetings, conference calls – for chapter membership directors to discuss membership issues and share successful recruiting/retention practices.
- Serve as resource for those chapters struggling to meet minimum standards in SHRM membership to assure that chapters are not disaffiliated for not meeting this requirement.
- Encourage uniform membership requirements for all chapters based on the SHRM model for membership qualifications.
- Attend state leadership conferences and state council meetings to assure representation for this critical area of responsibility.

Requirements

- Must be an SHRM member in good standing. HRCI and/or SHRM certification highly desirable.
- Serves a two year term beginning the first day of January and ending the last day of December.