



## **Membership Director**

### **Position Summary:**

Responsible for growing and retaining SHRM, Dual Membership, and Local Member Only HR Professionals in the state. The Director works closely with all chapter Membership Directors, Chapter Presidents, District Directors, and state council members on plans to engage/retain existing members and attract new members. They champion membership initiatives for the state and lead the way for chapters to grow all membership types.

They are responsible for state-wide outreach and leverage connections wherever possible. They also provide training to chapters and members on how to utilize SHRM member benefits, the value of benefits, etc.

### **Responsibilities:**

- Serve as a voting member of the state council and is expected to attend and participate in all council meetings.
- Attend additional State Council Meetings, such as Strategic Planning or training sessions.
- Represent SHRM by conducting all activities in accordance with the national and state codes of ethics and conduct, and by using sound business principles and judgment in conducting all SHRM-related business.
- Serve as a member of the State Council Executive Committee.
- Provide leadership to chapter Membership Directors in all areas of membership responsibility.
- Assure that chapter Membership Directors have access to the best available resources for member recruitment and retention:
  - At-large members to chapters
  - Local members only to SHRM
  - Non-affiliated (at-large) professionals to both organizations
  - Engagement/retention of current chapter members
- Track and report to the State Council statewide and chapter membership growth and other relevant membership data (e.g., member demographic data).
- Track and report to the State Council statewide and chapter member retention rates.
- Collect successful membership recruitment/retention initiatives to share with chapter Membership Directors.

- Provide forums – e.g., State Council meetings, conference calls, webinars – for chapter Membership Directors to discuss membership issues and share successful recruiting/retention practices.
- Serve as a 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.
- Prepare annual SHRM membership growth goals for the State and work with all chapters to help them develop their annual growth goals and plans to achieve them.
- Monitor and share statewide and chapter membership metrics with the State Council and chapters to track increases or decreases in membership in a timely fashion and act as appropriate.
- Develop and execute short-term and long-term membership goals for the state. Work with each chapter on their membership goals to ensure the chapters are set up for membership success.
- State Conference:
  - Plans Membership initiatives for the State Conference. Provides engaging membership promotions and activities to encourage Dual Membership. Set a goal for each event and track outcomes.
  - Attend the State Leadership Conference to ensure representation of this critical area of responsibility.
  - Responsible for the set-up and dismantling of the SHRMVADC booth.
- Communicate Dual Membership benefits (via e-blasts, website, social media, etc.) to attract at-large members of the state to join a chapter.
- Train and meet with chapter Membership Directors to ensure they are aware of their responsibilities and provide training on accessing resources on the Volunteer Leaders Resource Center (VLRC).
- Help State Council members, chapter Membership Directors, District Directors, Chapter Presidents, and others learn about the value of Dual Membership. Disseminate information on how Dual Membership can advance their career and benefit their organization.
- Reach out and engage with the chapter counterpart quarterly (at minimum). Attending chapter and/or board meetings throughout the term of service is encouraged.
- The Membership Director may not serve on any other Board or State Council.
- Perform other duties as assigned by the State Council Director.

#### Requirements

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