

Membership Director

Position Description

Updated: October 2024

Function: Responsible for growing and retaining SHRM and Dual Membership in the state. Works closely with all Chapter Membership Directors, Chapter Presidents, and State Council members on plans to engage/retain existing members, attract new members and grow Dual Membership (both SHRM and chapter membership). Responsible for state-wide outreach and leverages connections wherever possible. Provides training to chapters and members on how to utilize SHRM member benefits, the value of benefits, etc.

Responsible To: The State Director

Responsibilities:

1. Serves as a voting member of the State Council. Attends and participates in all meetings.
2. Prepares annual SHRM membership growth goals for the state, works with all chapters to help them develop their annual growth goals and plans to achieve the goals.
3. Monitors and shares state-wide and chapter membership metrics with the state council and chapters to track increases or decreases in membership in a timely fashion and take action as appropriate.
4. Develops and executes short-term and long-term membership goals for the state. Works with each chapter on their membership goals to ensure the chapters are set up for membership success.
5. Plans membership initiatives for all State Council events. Provides engaging membership promotions and activities to encourage Dual Membership. Sets a goal for each event and tracks outcomes.
6. Communicates Dual Membership benefits (via eBlasts, website, social media, etc.) to attract At-Large members in the state to join a chapter.
7. Trains and meets with Chapter Membership Directors to ensure they are aware of their responsibilities and provides training on accessing resources on the Volunteer Leaders Resource Center (VLRC).
8. Helps State Council members, Chapter Membership 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.
9. Shares successful membership recruitment/retention initiatives with chapter membership directors.
10. Provides forum - e.g. state council meetings, conference calls, webinars - for chapter membership directors to share successful recruiting/retention practices and to discuss membership issues.
11. Serves 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.
12. Performs special assignments as requested by state and/or SHRM leadership.
13. Facilitates two-way communication between the Council leadership and the membership.
14. Active member of the State Conference Committee and assists in the planning and coordination of the annual ND SHRM State Conference.
 - a. Coordinates the State Council booth at the vendor show and leads setup
 - b. Develops at-large ideas for conference and other committee activities as assigned.

Requirements:

1. Must be a dual member in good standing. SHRM certification highly desirable.
2. Attendance required at 75% of State Council meetings via phone, virtually, or in person.
3. Serves a two-year term beginning the first day of January in year one of the term, and ending the last day of December in year two of the term.

I acknowledge I have reviewed the job description for my position and understand the responsibilities for my position.

Signature

Date