

Director of Recruitment & Retention

Roles:

- Serve as a liaison to the board on new member recruitment related projects

Skills and Experience Required:

- Willing to give the time, energy, talents and enthusiasm required of the position
- Good organizational skills

Reports to: VP of Membership

Specific Responsibilities:

- Establish goal from dashboard for new members
- Develop and maintain an active and ongoing campaign to attain membership goal
- Respond to any inquiries about membership
- Call past members who expired 1 year ago
- Welcome and follow up with all guests and non-members at Chapter events
 - Follow up with chapter event attendees (non-member and essential level) about membership - 1st time attendees before meeting
 - Follow up with chapter event attendees (non-member and essential level) about membership - 2nd time attendees before meeting
 - Follow up with chapter event attendees (non-member and essential level) about membership - all after meetings
- Promote monthly membership specials + refer a friend promotion in newsletters and through social media & at chapter events
 - Submit articles to e-blast and website in support of recruitment activities
- Follow up with any non-members by email that are in data base (doubtful there are many here since most would be from events)
- Attend any events/shows to promote membership
- Work with local colleges to encourage student memberships
 - Work with MPI Global on transition from student to professional memberships
- Follow up with any members whose membership is expiring or delinquent
- Plan quarterly Strictly Social events