

Director of Member Recruitment & Retention

Reports to: Vice President of Membership

Term: One year or as determined by the Board of Directors and Chapter Bylaws

Time Commitment: Estimated 3-4 hours per week, not including board meetings/retreats & chapter events

Specific Responsibilities:

- Oversight of the following functions and committees:
 - Membership Recruitment Committee
 - Help find new members, track membership pipeline, outreach to guests and non-members attending chapter events.
 - Convert guests and non-member attendees to members.
 - Organize/coordinate staffing of tables/booths at industry events where MPIWSC is a sponsor/exhibitor.
 - Member Renewal Committee
 - Renewal Outreach: make calls/communicate with members prior to annual membership expiration reminding them of the benefits of MPIWSC.
 - Follow up with delinquent/non-renewing members.
- Oversight of budget lines related to above activities.
- The Director (or his/her committee designee) is responsible to:
 - Develop and maintain an active and ongoing campaign to attain membership goals. Track and report membership metrics.
 - Represent the chapter in efforts to drive membership at industry events.
 - Work with local colleges and universities to encourage student membership.
 - Collaborate with MPI Global to transition students from student to professional memberships.
 - Respond to any inquiries about the chapter, membership, and membership benefits from prospective members.
 - Promote monthly membership specials, refer-a-friend promotions and other MPI Global membership recruitment campaigns via E-blasts, social media and at chapter events. The Director (or his/her committee designee) is responsible for providing appropriate marketing and communication materials to Communications Team via the Communications Request Form.
- Create objectives related to Member Recruitment and Retention to support the chapter's Strategic Business Plan.
- Educate committee chairs/members with processes, procedures and tools to achieve committee objectives.
- Keep current with industry standards and trends to discover best practices and new ideas for Member Recruitment and Engagement.