

Job Description - Vice President of Membership

- **Term:** Two years or as determined by the Board of Directors and Chapter Bylaws
- **Eligibility:** Member in good standing / Previous service on the Board of Directors or Committee chair, preferably in a membership capacity / Willing to dedicate the time, energy, talents, and enthusiasm required for the position
- **Reports to:** President

General Responsibilities:

- Serve as a voting member of the Board of Directors.
- Member of Executive Committee.
- Provide direction and leadership for the chapter's program to maintain and increase MPI membership.
- Collaborate with the Board of Directors to maintain a current roster of chapter members.
- Act as a coach, advisor, and counselor to assigned committees.
- Report on the strategies, successes, and challenges of assigned committees to the Board of Directors.
- Ensure the fiscal responsibility of the committee(s) to which the position is assigned.
- Support and defend policies and programs adopted by the Board of Directors.
- Conduct transition meetings with the successor.
- Perform other duties delegated by the President and/or Board of Directors.

Specific Responsibilities:

- Manage and supervise chapter membership efforts, including recruitment, member care, awards & scholarships.
- Communicate strategic issues relating to membership to the Board of Directors.
- Research current membership trends and report findings to the Board of Directors.
- Implement marketing campaigns for recruiting new members and retention, including global campaigns and the Refer-a-Friend program.

- Speak at each event regarding membership initiatives, new members, and welcoming non-members in attendance.
- Collaborate with the Director of Retention to call and email members up for renewal or in delinquent status, encouraging them to renew their membership and/or attend monthly events.
- Communicate promotions/scholarships for renewals to all members.
- Reach out to each member twice a year to enhance their membership experience and address their needs.
- Recruit and record the number and names of chapter volunteers.
- Create a draft list of potential members.
- Market and recruit for the affiliate membership program to other chapters.
- Provide monthly membership reports to the Board.
- Collaborate with VP of Membership and VP of Networking in the planning and execution of the annual membership appreciation networking event.

Time Commitment:

- Regular attendance at monthly meetings, chapter activities, and functions.
- Complete Board Trainings through MPI Global.
- Attendance at Board meetings and retreats.
- Attendance at Chapter Leadership Summit, as directed by the President.
- Attend VP of Membership Global Calls.
- Attend All Hands Global Calls.