

Membership Director

Function

Play the key role in maintaining the health and growth of the chapter membership. Work with the president, chapter leadership and SHRM to engage existing members and attract new members. Execute membership acquisition and renewal campaigns on an ongoing basis. Be the face of membership for the chapter. Assist HR professionals and businesses through utilizing membership benefits. Engage members through chapter activities. Expand chapter outreach through connections with those that could benefit from membership.

Responsible To

Chapter membership
Chapter president

Responsibilities

- Monitor and share membership metrics with the board of directors to see increases or decreases in membership in a timely fashion and take action as appropriate.
- Develop and execute short-term and long-term membership strategic plans.
- Maintain supplies of membership materials.
- Update the SHRM Affiliate Dual Membership Plan annually in conjunction with the chapter president.
- Help members and potential members learn about the value of membership and how it can advance their career and benefit their organization.
- Provide information about dual membership members to be placed on the chapter website, social media, newsletter, etc.
- Reinforce key membership benefits at each chapter meeting.
- Provide opportunities for members to connect as this has a direct correlation to membership retention and engagement. Such activities may include new member onboarding meetings/ webinars; ongoing networking events for members and prospective members; chapter social events, etc.
- Encourage At-Large members (SHRM members in the area who aren't local chapter members) to join the chapter.
- Know the members; greet members at chapter meetings; welcome new members.
- Manage the membership list and directory to ensure it is up to date and changes are provided to SHRM.

- Utilize membership data to provide information to the board of directors such as positions held, industries represented, etc. to guide the chapter in event planning and other activities.
- Ensure the chapter meets and maintains minimum SHRM 100%-chapter affiliation requirements.
- Work with the state council membership director to connect to other chapters.
- Attend all monthly membership and board of director meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Promote chapter sponsorship and partnerships in the business community.
- Participate in SHRM Core Leadership Area (CLA) conference calls and webinars as applicable.
- Follow the SHRM Code of Ethics.
- Represent the chapter in the Human Resource community.
- Perform other duties and projects as needed.

Requirements

Must be a SHRM national and chapter member in good standing.