

## **POSITION TITLE: DIRECTOR OF MEMBERSHIP SERVICES**

### **BASIC FUNCTION:**

Manage membership activities, member service programs and IS manager. Serve as manager of administrative personnel. Manage the office operations in the absence of the Executive Vice President. Serves as project manager for assigned committee initiatives and programs.

### **SPECIFIC RESPONSIBILITIES:**

#### **Program/Service Management:**

1. Manage the development and production of products and services created for members.
2. Manage the Association's affinity programs.
3. Assist in the content development of ASSOCIATION product/service catalogs and other promotional efforts.
4. Recommend and develop new member programs and services.
5. Negotiate arrangements for adding member programs created by other organizations.
6. Liaison to the Association Education Alliance.

#### **Trade Shows:**

7. Manage ASSOCIATION's sponsorship and promotion of tradeshow's..
8. Manage relationships with trade show related vendors.

#### **Project Management:**

9. Serve as project manager on all Technical Education Committee initiatives.
10. Serve as project manager on all Employee Development Committee initiatives.

#### **Membership:**

13. Manage the membership application approval process.
14. Manage the prospect database in sufficient detail to support association activities.
15. Publish monthly and annual reports on membership status.
16. Develop and manage membership recruitment efforts including maintenance of standard letters and schedule for follow-up to prospective members..
17. Coordinate member profile questionnaire changes with other staff.

#### **Membership Feedback Systems:**

18. Develop and manage processes for regularly identifying member needs.
19. Develop and manage process for member feedback on programs and services.

#### **Convention:**

20. Plan and manage the Resource Center activities at the Convention.
21. Manage Booth program including scheduling of appointments.
22. Assist with On-Site Registration.
23. Assist with all other Convention related activities as required.

#### **Administrative:**

24. Manage the IS systems in the office with the support of our computer consultants.
25. Supervise the administrative staff.
26. Manage relationships with vendors utilized for program development and MIS.
27. Assist the EVP with budgeting.
28. Manage office operations.
29. Serve as backup signatory on checks for ASSOCIATION.
30. Attend meetings of the board, committees, committee chairs and planning sessions as required.
31. Maintain office personnel insurance benefits records.
32. Track employee leaves.

### **INTERNAL RELATIONSHIPS:**

Reports to Chief Staff Executive; supervises administrative staff and works with other staff as necessary.

### **EXTERNAL RELATIONSHIPS**

Oversee work of consultants selected to assist association in its programs and IS activities.