

MEMBERSHIP DIRECTOR

These responsibilities are in addition to the responsibilities of ALL DIRECTORS.

Role Description

The Membership Director is primarily responsible for member growth and member retention through continuous and relevant member satisfaction and member engagement. The Director maintains the database of member information and initiates contact to welcome new members. This individual works to promote and increase membership retention, maintains records of meeting attendance, and helps coordinate communication with members of the chapter.

Major Responsibilities

1. Places intense focus and intervention on annual membership, designation and certification renewals.
2. Works with the Chapter office & Digital & Security Director to ensure that all member queries are attended to in a timely manner
3. Analyses and reports to the board on the classification of the membership base – by region, member level
4. Compiles a Chapter stakeholder map; develops a membership engagement strategy for each stakeholder/stakeholder group; and works with portfolio directors to implement this strategy
5. Works with education and/or program committees/chairs to develop an annual survey that helps identify member needs; and implements actions to address shortcomings and areas for improvement
6. Analyses the results of the ISACA SA Chapter responses to the ISACA International annual member survey; and implements actions to address shortcomings and areas for improvement
7. Conducts and coordinates annual membership campaign with rest of board
8. Works with treasurer to prepare annual budget for membership campaign
9. Introduces ISACA to potential members (e.g., public accounting firms, banks, government agencies, universities, private industry, media, etc.)

Please see next page for Major Responsibilities...

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Major Responsibilities (continued)

10. Obtains names and contact information of non-member meeting attendees
11. Reaches out to non-member meeting attendees and encourages them to join ISACA
12. Provides membership applications and marketing materials to prospective members
13. Contacts members who have not renewed to encourage them to renew and/or determine reasons for discontinuing their membership
14. Maintains an adequate supply of current ISACA membership application forms, marketing brochures and other related materials that may encourage individuals to join ISACA; and works with the Marketing Director to promote these at MoU and other business partner events
15. Maintains membership records or advises individuals how to maintain their own information on the ISACA International web site
16. Encourages certification holders who are not members to become members
17. Works with the ARE director to encourage members to apply for ISACA SA Chapter designations
18. Ensures that membership records are accurate – runs competitions etc. to encourage members to update their details on the Engage website, MyISACA portal and local SAQA data portal
19. Educates and encourages members to update their signatures and profiles on social media with ISACA badges (Acclaim) and SAQA badges (Privyseal)
20. Compares records with previous periods to determine the percent increase/decrease in membership and meeting attendance; and reports on this to the board
21. Responds to correspondence from members or the Chapter office regarding membership
22. Supports the Regional Directors/Programme Director with joint meetings with local chapters of other professional organisations

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Major Responsibilities (continued)

23. Maintains a complete and orderly file of past and current chapter officers
24. Develops and implements a chapter membership award program
25. Presents the program to the chapter board for approval and to the general membership when appropriate
26. Develops and implements a special recognition program for members who have excellent meeting attendance and recognises those members at the annual meeting and/or at other events
27. Increases chapter awareness and appreciation of awards by appropriately publicizing the programs
28. Coordinates other chapter awards
29. Suggests/selects items to be given as awards
30. Reviews the qualifications of each chapter member and determines which individuals meet the standards of the awards program
31. Presents names of award nominees to board for approval
32. Orders award trophies and ensures that winners receive their award certificates and trophies as appropriate
33. Presents (or coordinates presentation of) awards during annual meeting and/or other chapter event
34. Maintains records of all annual and special awards presented by the chapter
35. Coordinates with the treasurer to develop a budget for awards
36. Maintains log of awards received by chapter from ISACA International and publicises receipt of awards to the chapter membership
25. Contacts members periodically to learn if ISACA and the chapter are meeting their needs; reports findings to the board and to chapter relations staff at ISACA International
26. Recognises individuals, particularly top scorers, who pass an exam and/or obtain a certification and designation
27. Assists exam passers with his/her application for certification
28. Provides logistic support to exam candidates