

Director of Membership Role Description

Summary of Role:

The Director of Membership is responsible for ensuring ISACA Atlanta's membership base is actively engaged throughout the year. The Director works directly with the VP of Operations and the President to prepare a plan of engagement tactics for the year. This may include, but is not limited to, membership drive communications, events, incentives, etc. for both active members and new members.

In addition, the Director will coordinate with the Director of Programs and the Director of Communications to ensure that each event is communicated effectively.

This Director may delegate activities by leading/coordinating a membership committee made up of volunteers from regional areas in greater Georgia to plan regionalized events and/or volunteer coordinators (such as New Membership Coordinator, Platinum Membership Coordinator, or X Company Membership Coordinator).

Detailed Responsibilities of Director:

- Work with the VP of Operations and President to plan out an annual plan of membership engagement and budget. This includes, but not limited to:
 - New Membership communications and events
 - Regional membership communications and events
 - Membership drives at corporations and/or local conferences/events
 - Incentives for members bringing in new members
 - Budgeting for events, incentives, mailings, gifts, etc.
- Actively share membership events and communications with Board members at board meetings.
- Ensure all planned membership activities are on ISACA Atlanta website (Webmaster) and in Chapter Communications (Director of Communications).
- Work with Director of Programs or VP of Operations to create registration/sign up pages via Cvent for events.
- Work with President to identify and appoint volunteer committee and coordinators.
- Lead and be point of contact for volunteer committee and coordinators; pull in President or VP of Operations as needed.