

Dietitians in Business & Communications (DPG-32) Leadership Position Description

TITLE: Member Engagement Director

TERM: One Year; Appointed by Chair or Chair Elect, Non- voting

PURPOSE: Evaluate current and potential members' needs and oversee / develop programming that meets those needs, in order to retain and grow an active, engaged membership.

REPORTS TO: Chair and Chair Elect

OVERSEES: Member Engagement Team (Grants and Awards Director, Student Engagement Lead, Networking Events Program Director, FNCE Events Director)

COMMUNICATES WITH: Executive Committee, Research and Analysis Director, Marketing and Communications Committee, Inclusion, Diversity, Equity and Access Liaison, DBC Administrator

REPORT FREQUENCY: Monthly and Annual Report

RESPONSIBILITIES:

1. With input from Research and Analysis Director and Member Engagement Team, develop tools and techniques to stay abreast of evolving member needs.
2. Provide strategic leadership to Member Engagement Team, in order to develop cohesive member-driven programming (non-CPE activities).
3. Collaborate with the Inclusion, Diversity, Equity and Access Liaison to ensure that member engagement programming encourages diverse and inclusive values.
4. Lead recruitment and retention efforts.
5. Lead and execute member recognition efforts, such as giveaways.
6. Lead and execute volunteer recognition efforts.
7. In collaboration with the Marketing and Communications team, develop and maintain promotional efforts and material (print, virtual, video, etc.) related to DBC membership.
8. With input from the Research and Analysis Director, conduct annual membership survey; draft, analyze and present findings to the Executive Committee in order to inform the Plan of Work .
9. With input from Research and Analysis Director, conduct annual non-renewal survey; draft, analyze and present findings to the Executive Committee.
10. In collaboration with the Marketing and Communications Team, Networks Director, and DBC Administrator, request member volunteers as needed.
11. Keep records of all expenses incurred in the performance of responsibilities and submit expense reports to the Treasurer in accordance with fiscal policy and procedure.
12. Participate in Executive Committee Meetings.
13. Support the goals of DBC and the work of the Executive Committee.
14. Review and propose updates to the job description and committee/program timeline annually, maintain files in Basecamp, and assist in training successor.