

## Membership Director - Job Description

### Overview:

Our client is looking for a Membership Director to oversee membership in its three chapters: Dallas-Fort Worth, Houston, and Austin-San Antonio. The Director will be tasked with growing the membership, identifying potential members, and creating strategies to recruit new members. The primary focus will be on large companies and companies new to the chapter areas. The Director will also oversee annual membership renewals, striving for continued high renewal rates.

The Membership Director will develop programs, initiatives, and plans to increase membership and will enlist the aid of Forum members in recruiting efforts. The Director will oversee and engage chapter membership committees in recruiting and retention efforts, holding meetings at least quarterly with each committee, and providing monthly reports.

The Director will report to the CEO. A bachelor's degree and a minimum of three years work experience is required. The Membership Director must be able to travel and spend time in the chapter cities. While the rest of the small staff is Dallas based, the Director may live in or near one of the other chapter cities.

### Responsibilities:

- Directs and oversees all aspects of membership.
- Expected to grow membership in each chapter annually – developing programs, initiatives, and materials to increase membership.
- Oversees annual membership renewals with a goal of at least an 85% to 90% renewal rate.
- Identifies and creates target lists and strategies to recruit members from large companies and companies new to the chapter areas, working with in-house members to execute those strategies.
- Meets with prospective members, both with and without in-house members, to recruit them to join the Forum.
- Sends welcome emails to all new members and follow-up emails to all prospective members who attend a Forum event or meet with the Director.
- Continually interacts with members, underwriters, and sponsors, encouraging them to identify and host prospective members – in-person, via email, and other methods.
- Actively engages and oversees the chapter Membership Committees; coordinates recruiting and retention efforts.
- Conducts at least quarterly meetings for each Membership Committee and provides monthly updates and reports. As appropriate, hosts at least one Membership Committee meeting per year in person in each chapter city.
- Sends thank you notes to speakers and sponsors (if any) after a Membership Committee event.
- Provides quarterly reports for all board meetings (three chapter boards and the statewide board).
- Maintains chapter membership lists, member directory, and member company list.
- Creates and maintains prospective member lists by chapter.
- Updates the database and pulls reports as needed.
- Researches prospective members on sites such as LinkedIn, various city business journals, bar websites, and other resources.

- Researches members or former members who have changed jobs and reach out to them to reengage them.
- Oversees the website membership content.
- Actively engages in promoting Forum events on social media, posting or reposting pre- and post-event content.
- Attends daily staff meetings via Zoom.
- Attends all Forum events in the chapter where Director resides and travels to other chapters as needed or when appropriate.
- Assists and attends Annual Conference and Magna Stella Awards Dinner – three days of in-person preparation, two days of events, and post-event packing.

#### **Requirements:**

- A bachelor's degree and a minimum of three years work experience
- Excellent people skills, enjoys meeting and connecting with new people on an ongoing basis.
- Ability to lead, coordinate, and oversee the chapter membership committees and volunteer efforts of members and underwriters in recruiting members.
- Self-starter, proactively identifies and acts upon opportunities for improvement.
- Excellent time management skills, able to prioritize tasks and execute in a timely manner.
- Problem-solver and creative thinker who likes to tackle challenges with a fresh perspective.
- A team player who is willing to assist with all tasks with a positive attitude.
- Highly detail oriented and excellent research skills.
- Able to travel to chapter meetings and annual events.
- Demonstrated working knowledge of the legal industry is a huge plus.
- Proficient knowledge and use of Microsoft Word and Excel
- Working knowledge of PowerPoint, Adobe Acrobat, and use of social media.
- Database experience is very helpful, as a database is utilized to track all members and prospective members; in particular, experience with data exported to Excel for reports.

For more information or if interested in being submitted for this role, please contact:

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