

SMPS Chapter Membership Director Job Description

The director of membership is charged with maintaining current membership, serving as the SMPS member contact on all issues related to membership and being responsible for increasing the chapter membership.

DUTIES AND RESPONSIBILITIES

- Attends all monthly board meetings and monthly luncheon programs
- Drafts a budget and conceptual plan of membership initiatives for the upcoming year
- Provides membership information to potential members (marketing material from nationals)
- Coordinates contact with members and prospects
 - conducts member satisfaction surveys
 - encourages involvement on committees
 - investigate needs
 - sends out welcome letters, prospect letters, etc.
- Coordinates membership events as determined by the chapter's annual plan
- Organizes a welcome committee for each chapter event.
- Tracks membership expirations, renewals, drops, etc.
- Works with SMPS National in efforts of renewals and new memberships
- Personally contact new members via e-mail or phone calls on a monthly basis
- Develop and distribute new member welcome packets
- Assist at event registration table as needed
- Organize membership drive activities
- Point of contact for membership calls from National
- Review National Extranet reports for errors and omissions
- Share prospect list one to three times a year with National
- Participate in the National Membership Conference Call