

Membership Director

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| Team | Membership and Community |
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| Position summary | <p>The Membership Director develops and implements strategies to attract, engage, and retain members.</p> <p>They stay abreast of what is trending in the presentation industry, membership organizations, online communities, and trade associations to ensure we continue to offer relevant solutions to members.</p> <p>They establish a continuing dialogue with potential members, current members, and exiting members to remain connected to what value people need from their membership.</p> <p>The membership director works with the board chair and fellow directors to create purpose-driven strategy and deliver value to members.</p> |
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| Key responsibilities | <ul style="list-style-type: none">• Lead the Membership and Community team, which includes a community manager and community moderators to deliver a satisfying online community experience to members.• Set performance targets, regularly evaluating and providing feedback to team members to ensure the team meets its objectives.• Responsible for the implementation and functionality of the member database in close collaboration with the Technology and Platform team.• Ensure all membership offerings are aligned with the Guild's purpose, mission, and value propositions. Continuously track membership metrics and benefit engagement to assess the value of membership. Regularly evaluate the strategy and value of offerings, including assessment of pricing structure.• Track and report on new membership signups, renewals, expirations, and total current members at each month's end.• Develop and execute comprehensive membership recruitment and retention strategies. Identify and pursue opportunities for membership growth and expansion. Analyze membership trends and data to inform strategic decisions.• Develop and implement programs and initiatives to enhance member engagement and satisfaction. Work closely with Communications and Marketing team to create and oversee member communication plans, including newsletters, emails, and social media. Work closely with Events and Conferences team to coordinate member events, webinars, and other activities to foster community and networking.• Build and maintain strong relationships with current and prospective members. Serve as the primary point of contact for member inquiries, concerns, and feedback. Collaborate across organization to ensure a seamless member experience.• Evaluate member benefits and services to ensure they meet the needs of the membership. Work with Community Manager to develop and manage member onboarding processes to ensure a positive initial experience. Drive the administration of the biennial member survey. Monitor and respond to member feedback.• Work with the Communications and Marketing team to develop and execute membership marketing campaigns. Represent the organization at industry events, conferences, and meetings to promote membership. Work with Communications and Marketing to develop promotional materials and strategies to highlight the value of membership. |
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- Maintain accurate membership records and databases. Prepare regular reports on membership metrics, trends, and activities. Use data to identify areas for improvement and develop targeted strategies.
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Qualifications

- Proven track record of developing and implementing successful membership recruitment and retention strategies.
 - Strategic thinker with strong relationship-building skills and a deep understanding of membership organizations.
 - Experience in online community management platforms and managing online membership communities with multiple channels.
 - Experience in membership management, recruitment, retention, and engagement.
 - Proficiency in membership management software and CRM systems.
 - Experience in community operations.
 - Experience effectively communicating member benefits.
 - Creative thinking and problem-solving skills.
 - Excellent moderation, facilitation, and conflict management skills
 - Excellent written and verbal communication skills.
 - Ability to analyze data and generate actionable insights.
 - Self-motivated and able to work independently as well as part of a team.
 - Experience with membership marketing and digital engagement strategies.
 - Knowledge of best practices in member engagement and retention.
 - Experience in a trade association or nonprofit organization is a plus.
 - Passionate about providing effective, meaningful, and satisfying solutions for presentation enthusiasts that will support them in their career and business journey.
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Time commitment

- Attend monthly board meetings. A minimum of 75% attendance is required.
 - Attend monthly team meetings, plus recurring check-ins, cross-team, workgroup, and committee meetings as needed.
 - Work an average of 5-10 hours per week on organizational activities.
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