

VP Member Engagement – Roles & Responsibilities

Description

While the focus on membership is that of the entire board, this elected volunteer is responsible for addressing the needs of the chapter membership, including membership recruitment, retention, and associated value delivery in accordance with chapter policies and bylaws.

Responsibilities

1. Develop and Implement a Chapter Membership Plan

- Ensure continued growth through inclusive recruiting, retention, and member engagement, including the establishment of measurable goals and the monitoring of success metrics for appropriate action using membership data and membership feedback.
- Develop and implement a plan to recognize member milestones (such as anniversaries or awards)
- Develop, maintain, and implement a membership retention program.

2. Customer Service

- Answer general member/nonmember information inquiries and other requests for assistance with membership and its benefits.
- Support and attend annual general meeting and all chapter meetings as appropriate.
- Communicate Membership Renewal Date Approaching, Missed Renewals, and Welcome emails to new chapter members and thank you emails for renewals.

3. Data

- Serve as primary user of ThoughtSpot for analysis and reporting of membership data.
- Maintain the membership records of the chapter.
- Provide communication list/member updates to officers in accordance with board-approved goals and privacy laws.
- Coordinate the production and distribution of timely membership reports, such as monthly membership reports by demographics (city, state, age, industry, certification holders, etc.).

4. Market Research

- Review and analyze member satisfaction survey data and enhance membership benefits.
- Analyze and integrate survey feedback for inclusion in the annual planning.
- Develop and administer current and prospect/lapsed (non renewal) member surveys (satisfaction and other).
- Conduct research on surrounding industries, non-profits, educational institutions, and employers for potential membership increase growth opportunities.

5. Marketing and Member Engagement

- Promote the value of PMI and chapter membership.
- Develop and implement membership welcome and support plan including the promotion of PMI and chapter membership value (to include welcome letter, renewal letter, orientation, and more).
- Communicate member value through various delivery methods in alignment with the Membership Benefits Package. Utilize membership marketing materials available through the PMI Marketing Portal.
- Invite and add new chapter members to chapter communication channels (WhatsApp, LinkedIn, Facebook, etc.).
- Develop and implement succession and transition plans for the role.

Business Acumen Skills

- Data analysis and reporting
- Marketing
- Proficiency in using survey tools/market research/demographic research
- Proficiency in using PMI ThoughtSpot (optional – will train)

Power Skills

- All the usual soft skills required for a supervisory/management role such as leadership & people skills, good communication, and organized
- Ability to delegate
- Effective coaching and mentoring
- Persuasion/motivation skills
- Team building skills
- Public speaking/presentation

Benefits

- Overarching benefit of this role is being the part of the volunteer journey's of several people and being able to enhance their volunteer experience within the chapter
- Forge professional relationships with other passionate project managers
- Gain practical experience with building and maintaining effective teams
- Learn more about the project management community
- Have fun outside of your day job while developing your PM skill set
- Grow your communication skill set (written and oral)