

# Vice President of Membership

## DESCRIPTION

Responsible for addressing the needs of chapter membership, including membership recruitment, retention, and associated value delivery as well as managing the volunteer engagement experience of chapter volunteers: including recruitment, retention, recognition and leadership development training in accordance with chapter policies and bylaws.

## RESPONSIBILITIES

### 1 Departmental

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- Define and regularly update the chapter's membership department strategy in alignment with the overall chapter strategy.
- As part of the annual planning process, develop membership department budget. Monitor budget to actual throughout the year.
- Develop and implement succession and transition plan for the membership department, including VP role.

### 2 Membership Management

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#### Develop and Implement a Chapter Membership Plan

- Ensure continued growth through proactive 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.

#### Customer Service

- Answer general member/non-member 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 renewal.

#### Data

- Serve as a superuser of ThoughtSpot (business intelligence analytics search software) for analysis and reporting of membership data in collaboration with data analytics who are the primary owner.
- 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.) with the data analytics team to ensure seamless delivery throughout the organization.

#### 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 in conjunction with the data analytics team.
- Conduct research on surrounding industries, non-profits, educational institutions, and employers for potential membership increase growth opportunities in conjunction with the data analytics team.

#### 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.
- Communicate member value through various delivery methods in alignment with the Membership Benefits Package
- Invite and add new chapter members to chapter

communication channels.

- Develop and implement a rewards and recognition program plan to recognize member milestones (such as anniversaries or awards)

### Mentoring

- Oversee the Chapter's mentoring program.

## 3 Volunteer Management

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### Volunteer Recruitment

- Identify and develop programs to involve, develop, and engage volunteer members. Provide awareness of volunteerism with PMI at the local and global levels.
- Manage the chapter's use of PMI's Volunteer Engagement Platform (VEP).
- Communicate volunteer opportunities to chapter members.
- Develop and conduct volunteer orientation for all new volunteers including an overview of the chapter volunteer structure, volunteer roles, responsibilities, and deliverables.

### Volunteer Retention

- Ensure a satisfactory volunteer experience to enhance volunteer retention.
- Ensure the volunteers are treated fairly and ethically and handle any disputes.
- Maintain chapter volunteer contact list.
- Understand and leverage the experience of volunteers and direct them to various initiatives in the chapter.

### Volunteer Recognition

- Develop and administer volunteer recognition programs.

### Volunteer Leadership Development Training

- Develop volunteers' skills and knowledge to serve in their volunteer roles.

### Marketing and Volunteer Engagement

- Oversee, administer, and build awareness of the chapter's (and PMI's) volunteer policies, procedures, and guidelines.
- Oversee and manage the chapter's volunteer programs and services.
- Ensure verification and validation of volunteer project outcomes against the defined objectives.

## STRATEGIC & BUSINESS MANAGEMENT SKILLS

- Leadership experience
- Marketing and Communication
- Customer Service
- Strong verbal communication skills (and willingness to address small or large groups of members).
- Persistence and follow through to ensure that each of the programs within Membership are functioning in accordance with their charters
- Internal and external analysis
- Data Insights
- Data Analysis & Reporting Marketing Skills
- Proficiency in using PMI ThoughtSpot
- Proficiency in using Survey Tools/Market Research/Demographic Research
- Ability to use volunteer management software tools to match volunteers' skills with interests
- Understanding of volunteer recruitment methods and tools, such as PMI's VEP
- Understanding of best practices in volunteer resource management
- Understanding of best practices in volunteer recognition and appreciation programs.

## LEADERSHIP SKILLS

- Emotional Intelligence
- Coaching and Mentoring
- Team Building
- Communication Skills
- Relationship Building/Networking Skills
- Strategic Planning
- Organizational Skills
- Persuasion/Motivation Skills
- Public Speaking/Presentation Skills

## COMMITMENT REQUIRED

- Two-year term
- Minimum 35+ hours per month
- Attend monthly Board meetings
- Attend Chapter meetings & events
- Attend quarterly Town Halls and Annual Meeting
- Attend an annual strategic planning offsite

## REQUIRED CREDENTIALS

- PMP certification preferred
- Two Years of PMI Volunteer Experience Required; 3+ Years Preferred
- Must have served in PMINYC Leadership roles, preferably for 2 years as VP or Director. Program Managers will be considered

## PDU'S TO BE AWARDED

- 1 PDU per hour volunteered. Includes all meetings and time spent in communications, planning and working directly with the teams and working at events/services. Maximum 25 PDU's, per renewal period, awarded under Category "Giving Back" per CCRS Handbook. Refer to the Handbook for the most current information.

## ANTICIPATED BENEFITS TO VOLUNTEER

- Earn PDU's
- Build strong networking relationships
- Produce documentable career-enhancing achievements including Board service
- Opportunity to participate in PMI Leadership Institute Meeting (LIM)
- Opportunity to give back to your community