



Project Management Institute - New York City Chapter Role Description: Vice President of Membership

OPPORTUNITY DESCRIPTION

The VP Membership is a member of the PMINYC Board of Directors and reports to the Chapter President and is described in the PMINYC By-Laws. The VP leads several program teams which provide leadership on behalf of the board with a focus on:

- understanding who our members are - and what they expect and value
- understanding how members perceive and value the programs and services we offer (e.g. satisfaction, retention)
- enhancing member “engagement” by making it easy for members, individually and within a segment, to take advantage of the programs and services they value
- enable “members helping members” through mentoring, Study Groups and Toastmasters
- the Volunteer Resources role (analogous to Human Resources) also falls under the Membership team. This mission encompasses programs to support identification of opportunities, fulfillment of volunteer roles, volunteer productivity, volunteer satisfaction, volunteer leadership development.

The Role provides oversight and coordination of the various programs that fall within Membership, including:

- Member Advocates
- Member Experience and Engagement
- Mentoring
- Volunteer Resources

PROGRAM GOALS

- Member Advocates – ensure that new members are welcomed to the chapter and know how to go about getting member benefits. Also, provide a direct line of information about member wants and needs in order to shape chapter programs and services. While this is focused on new members, it also supports continuing members.
- Member Experience and Engagement – take a broad view of “member experience” and work to optimize that. Focus specifically on “member engagement” in terms of how individual members take advantage of the programs and services we offer. Much of this is centered around the Member Calendar. Maintain membership reports, provide analysis including segment-specific views.
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OPPORTUNITY DESCRIPTION

The VP Membership is responsible for providing the vision, strategy and leadership for chapter membership retention, recruitment, growth, engagement and associated value delivery. In this role, the VP Membership develops collaborative relationships, both, inside and outside of the chapter, so membership campaign strategies and support systems are



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integrated into program development to respond to existing and anticipated needs of members and volunteers. Areas of concentration for this role includes:

- Mentoring – this program aims to help members by connecting them with other more experienced members, using a Mentoring engagement process. Mentors help Mentees develop and achieve professional goals.
- Volunteer Resources – coordinate onboarding of volunteers as well as the ongoing volunteer experience so that there are volunteers who sustain all of the chapter’s functions. Help shape the volunteer experience so that volunteers are retained – and that some volunteers develop into future chapter leaders..

PROGRAM GOALS:

Provide vision and strategies to support and provide value streams to enhance membership inclusion and growth in the following areas;

- Mentoring – this program aims to help members by connecting them with other more experienced members, using a Mentoring engagement process. Mentors help Mentees develop and achieve professional goals.
- Volunteer Resources – coordinate onboarding of volunteers as well as the ongoing volunteer experience so that there are volunteers who sustain all of the chapter’s functions. Help shape the volunteer experience so that volunteers are retained – and that some volunteers develop into future chapter leaders.

RESPONSIBILITIES

- Work with the board to develop strategy and annual goals including Core Services.
- Organize and lead Program Teams around critical processes and deliverables. Set measurements and processes
- Work closely with the various team leaders to maintain energy and focus, assess status, eliminate blockers, achieve goals, and develop volunteers.
- Remain personally engaged with members and volunteers
- Attend chapter meetings and other chapter functions to meet with chapter members as often as possible



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- Work with the board to ensure proper focus on Member value. Support other board members so their efforts address member needs. Attend and participate in PMINYC Board of Director meetings
- Develop a succession plan and ensure that each PM does so for their program.
- Participate in all executive board meetings and planning sessions.
- Design and lead membership retention, growth and engagement initiatives.
- Design volunteer recruitment, management and recognition strategy.
- Appoint and mentor Directors and build the team to manage the membership portfolio of programs and initiatives.
- Leverage insights from membership data to help improve chapter programming.
- Build relationships with other associations to bring best practices and reciprocal benefits to our membership.
- Collaborate with the Executive Board and Directors as needed to provide support in the execution of other programs.

ROLES AND RESPONSIBILITIES

- **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
 - Develop and implement a Community Outreach Plan including commercial, not-for-profit and other professional associations
- **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
- **Primary user of the Chapter Reporting System (CRS) for analysis and reporting of membership data**
 - Maintain the membership records of the chapter
 - Provide communication list/member updates to officers as requested
 - Coordinate the production and distribution of timely membership reports, such as monthly membership reports by demographics (city, state, age, industry, etc.)

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- **Market Research**
 - Review and analyze member satisfaction survey data and enhance membership benefits
 - Develop and administer lapsed (non-renewal) member survey
 - Analyze and integrate survey feedback for inclusion in the strategic/operational planning

- **Marketing and Member Engagement:**
 - 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
 - Utilize membership marketing materials available through the PMI Marketing Portal
 - Develop and implement a rewards and recognition program plan to recognize member milestones (such as anniversaries or awards) Develop and implement succession and transition plan

STRATEGIC AND BUSINESS MANAGEMENT SKILLS:

- Strategy management and implementation
- Internal and external analysis
- Program and Portfolio Management
- Data Insights
- Marketing and Communication
- Relationship building
- Customer Service
- Strong verbal communication skills (and willingness to address small or large groups of members).
- Leadership experience
- Persistence and follow through to ensure that each of the programs within Membership are functioning in accordance with their charters
- Data Analysis & Reporting Marketing Skills
- Proficiency in using Survey Tools/Market Research/Demographic Research



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- Proficiency in using PMI Chapter Reporting System (CRS)

LEADERSHIP SKILLS

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

COMMITMENT REQUIRED

25–35 hours per month

Average Years of Project Management Experience: 15

Average Years of PMI Volunteer Experience: 6

REQUIRED CREDENTIALS

PMP is preferred

PDUS TO BE AWARDED

1 PDU per hour volunteered up to a maximum, as explained in the Continuing Certification Requirements Handbook. Includes all meetings and time spent in communications, planning and working directly with the teams and at events/services.



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Refer to per CCRS Handbook for details

ANTICIPATED BENEFITS TO VOLUNTEER

Give back to the chapter and profession; earn PDUs; network with board members, volunteers and chapter members, develop leadership skills.

As a member of the Board of Directors, the VP Membership performs a fiduciary role and could prominently feature that in connection with various professional and volunteer roles.