

PMINYC Director of Membership Programs

DESCRIPTION

PMINYC seeks a volunteer Director of Membership Programs to enhance membership experience and engagement. This individual will develop strategies to recruit, retain, and engage members, working closely with the VP of Membership. The Director will also collaborate with volunteers and program teams to understand and address member needs effectively.

RESPONSIBILITIES

The Director will lead a team responsible for the following:

1. **Chapter Membership Plan:** Develop and Maintain the Chapter Membership Plan.
2. **Targeted Member Communications:** Create and distribute communications such as new member welcome messages and membership milestone recognitions.
3. **Reports:** Generate both scheduled and ad hoc reports, utilizing quantitative and qualitative data, to identify membership wants and needs, measure satisfaction, and assess engagement.
4. **Member Surveys:** Coordinate responses to member surveys, gathering feedback to inform program improvements.
5. **Program Team Leadership and Support:** Lead and support various program teams including Membership Insights, New Member Programs, Member Advocates, Membership Milestones Recognition, and Member Experience.
6. **Membership Engagement:** Develop and execute strategies to increase member engagement and retention, including organizing networking events, webinars, and member-exclusive content.
7. **Program Development:** Create and manage innovative programs and initiatives aimed at attracting and retaining members, ensuring alignment with PMI's mission and goals.

8. **Volunteer Management:** Recruit, train, and supervise volunteers to support membership programs and initiatives effectively.
9. **Collaboration:** Collaborate with other PMI teams and departments to ensure alignment of membership programs with overall organizational objectives.
10. **Communication:** Develop and implement communication plans to promote membership programs and initiatives through various channels, including social media, newsletters, and the PMI website.
11. **Data Analysis:** Analyze membership data and feedback to evaluate the effectiveness of programs, identifying areas for improvement and strategic adjustments.

STRATEGIC & BUSINESS MANAGEMENT SKILLS

- Work with senior leaders
- Strong communication skills
- Survey Tools/Market Research/Demographic
- Customer service orientation
- Marketing Skills
- Data Analysis & Reporting

LEADERSHIP SKILLS

- Experience project/program manager
- Experienced team leader

COMMITMENT REQUIRED

- 10 to 15 hours per month

REQUIRED CREDENTIALS

- PMP is helpful

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
- Opportunity to give back to your community

CONTACT

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