



Membership Director | MMANC Board Position Description

TITLE:

Membership Director

TERM:

As with all Board positions, this position begins annually on January 1 after elections are conducted.

This is a one-year term. The incumbent Membership Director is eligible for re-election annually to retain their position.

DUTIES:

- Coordinates membership information along with requests for new membership and renewal of current membership.
- If needed, chairs the Membership Committee.
- Works with all members of the Board to promote the benefits of MMANC activities and membership.
- Conducts outreach to individuals whose membership has lapsed.
- Attends official meetings of the organization including the full Board and Executive Board Meetings via virtual meeting platform (each meeting is one hour, plus preparation time), and the Annual Conference (3 days).
- Conducts member outreach at the Annual Conference, Signature Events, Region Events, and other events where possible.
- Works with the Board of Directors and/or Membership Committee to identify underrepresented agencies and conduct one-on-one outreach to Human Resource Managers and Executives from those agencies.
- Prepares reports and designs the monthly Membership report which is presented to the Full Board.



- Maintain and administer member surveys, including organization-wide feedback surveys and membership exit surveys
- Review and evaluate MMANC's membership structure, including membership categories and dues, and lead efforts in coordination with the Full Board to update the structure as needed to support member needs and organizational goals.
- Manages the membership inbox and responds to inquiries from prospects and members related to membership
- Produces member spotlight web content and works in coordination with the Communications Director to share content through social media platforms.

MINIMUM EXPECTATIONS:

- Attend the majority of the Full Board meetings (held as frequently as once per month), attend Board Retreats (held twice per year), and the Annual Conference.
- Attend the majority of Executive Board meetings per year.
- Respond to Board, prospects, and member correspondence in a timely manner.
- Maintain familiarity with the MMANC Bylaws, Board policies, Style Guide, and Logo Use guidelines relevant to the position.
- Support membership recruitment and retention efforts, including outreach to prospective members, lapsed members, and current members regarding the benefits of MMANC membership.
- Conduct member outreach and engagement at the Annual Conference, Signature Events, and, when possible, Region Events.
- Work collaboratively with the Membership Committee and Board to identify opportunities to expand MMANC membership, including outreach to underrepresented agencies and appropriate agency contacts.
- Prepare and present accurate, timely monthly membership reports to the Full Board.

OVERSIGHT:

The Membership Director serves as a member of the Executive Board which consists of the



President, Vice President, Finance Director/Treasurer, Communications Director/Secretary, Membership Director, Program Director and Immediate Past President.

QUALIFICATIONS:

- Must be a current MMANC Full member in good standing.
- Experience in human resources and/or marketing is recommended but not required.
- Ability to communicate effectively and build positive relationships with current and prospective members.
- Ability to organize and follow through on member outreach, recruitment, and retention activities.
- Familiarity with the MMANC Bylaws and organizational structure.
- The Membership Director role is typically held by an individual who has had prior experience serving on the MMANC Board of Directors as a Region Co-Chair or another Executive Board role.

ADDITIONAL CONSIDERATIONS:

- The time commitment for this volunteer position is at minimum **three (3) hours per week**, in addition to meetings during the work week as specified in the Duties section listed above.
- Experience in human resources, marketing, membership development, communications, customer/member engagement, or a related area can contribute to success in this volunteer leadership role.
- Experience working with membership databases, outreach campaigns, or similar engagement efforts may also be helpful.
- Incumbent in this position is a typical training ground for those interested in serving in future years on the Executive Board.