



POSITION DESCRIPTION

Membership Director

Context / Purpose

The Membership Director is responsible for developing and implementing strategies to grow the membership base through the attraction of new members and retention of existing members.

Committee Role

Decision making, overseeing and long term focus level of the committee.

Objectives

- To develop and implement initiatives to attract and retain Club members.
- To provide coordination of the club's social activities.
- To ensure members are informed of Club activities.
- To provide support to the executive committee to ensure the efficient operation of the club.

Responsibilities

- Develop and maintain strategies for the continual expansion of the club's membership base.
- To coordinate and drive membership growth and retention, including involvement in new events and initiatives.
- Develop a proposal for membership fees and packages for the ensuing season for consideration by Club committee.
- To develop and implement a communications strategy to ensure members are informed of the activities of the Club (newsletters, announcements, SMS notifications etc).
- To develop and implement social activities to engage members year round.
- Assist other committee members in their duties as required.
- Undertake tasks at the request of the President and Committee.
- Ensure regular communication with Club members including e-mails, website updates, etc

Relationships

- Reports to the President and Committee.
- Liaises with the Secretary and Treasurer.
- Coordinates the activities of the Membership Coordinator, Newsletter Editor, Uniform Coordinator, New Member Initiatives Coordinator and Social Bowls Coordinators.
- Liaises with the Social Media / Website Coordinator

Accountability

- The Membership Director is accountable to the President and Committee
- Provide a report on any aspect of the portfolio operations to the committee when requested.
- Seek ratification from the Treasurer prior to committing the club to any financial expenditure or action.

Commitment

This role is expected to require a time commitment of 2 – 3 hours per week. There will be greater time commitment during membership drives or related activities.