

Vice President (VP) of Membership

Position: VP of Membership	Expected Duration: 2-year term
Reporting to: PMICAC Board	Expected # PDUs: 25 max. Per cycle
# Positions Open: 1	Last Revised Date: 6/18/2023

Position Overview: While the focus on membership is that of the entire board, this elected or appointed volunteer is responsible for addressing the needs of chapter membership, including membership recruitment, retention, and associated value delivery in accordance with chapter policies and bylaws.

Responsibilities:

1. Develop and Implement a Chapter Membership Plan

- Ensure continued growth through inclusive 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 (such as networking events, new member/credential recognition events, etc.).

2. Customer Service

- Answer general member/nonmember information inquiries and other requests for assistance with membership and its benefits.
- Support and attend annual general meetings 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.

3. Data

- Serve as primary user of ThoughtSpot for analysis and reporting of membership data.
- 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.).

4. 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 (satisfaction and other).
- Conduct research on surrounding industries, non-profits, educational institutions, and employers for potential membership increase growth opportunities

5. 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 (to include welcome letter, renewal letter, orientation, and more).
- Communicate member value through various delivery methods in alignment with the Membership Benefits Package. Utilize membership marketing materials available through the PMI Marketing Portal.
- Invite and add new chapter members to chapter communication channels (WhatsApp, LinkedIn, Facebook, etc.).
- Consider multilingual options for non-native or multicultural locations.
- Develop and implement succession and transition plans for the role.

Business Acumen Skills:

- Data analysis and reporting
- Marketing
- Proficiency in using survey tools/market research/ demographic research
- Proficiency in using PMI ThoughtSpot

Power Skills:

- Persuasion/motivation
- Public speaking/presentation



Expected Time Requirements:

Responsibility	Monthly Time Commitment
Develop, maintain, and implement membership retention program.	2-4 hours
Attend Board and Chapter meetings	1-2 hours
Manage membership budget	.5 - 1 hour
Manage membership communications regarding status (e.g., expiring membership)	1-2 hours
Develop and implement succession and transition plans for the role	1-2 hours
Answer general member/nonmember information inquiries and other requests for assistance with membership and its benefits	1-2 hours
Coordinate the production and distribution of timely membership reports, such as monthly membership reports by demographics (city, state, age, industry, certification holders, etc.).	1-2 hours

Other job functions as determined by the PMICAC Board. This position description is not intended to be all-inclusive. The VP of Membership may perform other related duties as negotiated to meet the ongoing needs of the organization. PDUs will be awarded commensurate with the activities performed.