



Chair, Membership Committee Position Description

Position:	Chair, Membership Committee
Reports To:	Board of Directors
Collaborates With:	PIHRA Director, Membership (staff) and PIHRA Chapter Membership Chairs
Term:	One Year

Purpose

This position supports the association's long-term viability and growth by leading and promoting PIHRA membership and working with PIHRA Chapters to plan, communicate, and implement membership strategies and action plans related to member recruitment, engagement, retention, and reactivation.

Responsibilities

Planning Activities

- Actively engages in strategic discussions and decision-making as a part of the PIHRA Board of Directors member, contributing to the organization's overall direction and financial health.
- Provides data and recommendations that help inform and implement membership strategy.
- Collaborates on the assessment of member needs through association-wide or chapter-focused surveys.
- Develops and implements recruitment, engagement, retention, and reactivation campaigns and membership initiatives in collaboration with chapters and the PIHRA Director, Membership.
- Supports the development of membership recruitment and retention plans, including an annual budget, for the chapters in collaboration with chapter membership chairs.
- Assists in evaluating the effectiveness of strategies, such as fee and membership category structures, services, materials, benefits, and policies relating to retention of current members and acquisition of new members, and recommends changes as appropriate to attain goals.

Communication/Coordination/Collaboration Activities

- Represents chapter(s) at monthly membership committee calls (30 minutes) or bi-monthly calls (60 minutes).
- Participates in periodic chapter board luncheons/meetings, as scheduled, presenting pertinent information, ideas, and plans related to membership.

- Participates in HR events (i.e., HR Star) to represent PIHRA and promote PIHRA membership.
- Supports the creation of chapter-specific membership committees to help with recruitment and retention.
- Ensures that a membership recruitment and retention process is in place and adequately staffed at the chapter level.
- Facilitates and attends Membership Chair committee meetings and sessions, as needed.

Monitoring and Other Activities

- Participates in all projects and initiatives at the board level.
- Review monthly membership rosters, ensuring to connect with all chapter members consistently.
- Assists in implementing membership drives, campaigns, surveys, and/or special projects to help achieve annual goals.
- Engages prospective and existing members and provides collateral materials at all chapter meetings and events.
- Follows-up with new members (i.e., welcome call within 1 month into membership), expiring members, non-renewals, and others, and extending invitations to PIHRA meetings/events, as necessary.

Qualifications

To perform this position successfully, an individual must be:

A current voting PIHRA member in good standing and remain so throughout the term.

A previous or current volunteer serving in any one of the following positions:

- A voting member of the PIHRA Board
- A voting member of a PIHRA Chapter Board
- A member of a standing committee or an ad hoc committee of the Board of Directors

The requirement of serving as a previous PIHRA volunteer, as noted above, may be replaced by demonstrated volunteer leadership and/or board experience with another professional association or similar non-profit.