

# **POSITION** Membership Director

## **General Oversight/Scope of Duties:**

Conducts an aggressive outreach strategy to communicate the value of the Network and the Women's Council brand, engaging prospective, new and renewing members.

## **Major Responsibilities:**

- Develops and implements a member recruitment and retention strategy to grow the REALTOR® membership base within the Network.
- Supports and follows through on all National Council membership marketing campaigns.
- Works with the Governing Board to establish membership recruitment and retention goals as part of the Network Business Plan.
- Oversees implementation of a new member welcome and orientation strategy, as well as a first-year member communication strategy, using tools and resources provided.
- Oversees implementation of a member communication 'drip' system, using tools and resources provided.
- Monitors and supports development of Strategic Partner benefits packages.
- Manages Membership Chair and Project Teams as needed to accomplish tasks.
- Monitors and evaluates success of all membership development and outreach efforts and reports to the Governing Board.
- Monitor membership reports received from National Women's Council for accuracy, and follows up on any discrepancies.
- Attends National and State Women's Council Meetings, depending on budget and personal finances.

## **Important Relationships – INTERNAL**

- Network new members
- Network renewing members
- Governing Board
- State Network leadership
- Project Team leadership
- Membership Chair

## **Important Relationships – EXTERNAL**

- Prospective members
- Local REALTOR® Association

## **Criteria/Qualifications**

- REALTOR® or National Affiliate member in good standing

## **Ideal Skills/Experience**

- Planning and organizing skills
- Networking and communication skills
- Delegation
- Strategy development
- Operating as part of a team