



## **Vice President of Membership Relations**

The **Vice President of Membership Relations** is responsible for creating a plan to drive member retention and acquisition. This person leads a team of three directors: Director of Membership Acquisition, Director of Member Value & Engagement and Director of Volunteer Talent Management. The ideal candidate has the ability to work cross-functionally, the foresight to plan ahead of time and a mindset that requires a combination of creating strategy and executing on initiatives. Additionally, the ability to approach strangers with sociability and relatability is key.

### **Main Responsibilities for the Vice President of Membership Relations:**

- Develop and be accountable for the Membership Committee plan and budget reporting
- Maintain the Member Journey Map
- Outline member renewal process and improve the experience for members
- Keep track of existing members and newer members from event attendance and New Member Orientation
- Create a system to understand what members are getting out of the AMA.
- Follow up on member leads, hold recruiting efforts through chapter programs, and develop recruiting materials
- Recruit companies for the AMA group membership
- Assume responsibilities common to all officers and directors

### **Top Four Requirements for the Vice President of Membership Relations:**

- Overall marketing experience with a focus on campaign management or business development preferred
- Successful track record of building and managing a team
- Ability to work cross-functionally – must work with every board member to coordinate initiatives across the AMA Board and chapter
- Ability to recruit new members through his or her network or through other resourceful means

### **Time Commitment:**

- 2-5 hours per week
- Hold monthly committee meetings
- Attend monthly board meetings & some events