

CPCNA Role Description: Director of Membership

Position type: Volunteer Board Position

Term: 2-year term which may be renewed for a second two-year term for a total of four consecutive years.

Purpose:

The Director of Membership serves and is accountable to the board of directors of the Association. The Director of Membership will take a leadership role in initiatives to recruit new CPCNA members and retain current members. She/He/They will support the membership growth and sustainability through a variety of activities.

Authority:

The Director of Membership has no formal authority to direct the board or the affairs of the Association, unless otherwise authorized. Like other board members, the Director of Communications is entitled to make motions and vote on matters before the Association.

The Director of Membership may not, on behalf of the Association enter into contracts without the knowledge and approval of the board and/or the Executive Committee of the board.

Time Commitment:

10 hours per month including preparing for and attending monthly board meetings.

Primary Duties:

- Coordinate, manage, track, and evaluate all membership and renewal activities, including new member, renewal, and potential member mailings.
- Develop membership marketing and promotional materials, including applications, welcome kits, certificates, membership cards, and other collateral, in collaboration with the Communications Coordinator.
- Ensures each new member is welcomed to the group.
- Ensures that established procedures for processing prospective members' applications are consistently followed.
- Responds to any member (or refer to the most appropriate person) requesting information regarding membership, how to become a member, membership benefits etc.
- Effectively responds to member comments; uses ideas, feedback and suggestions to continuously improve the services provided to members.
- Maintain and track annual membership statistics and report to membership during Annual General Meeting and prepares a submission for the Annual Report.

Qualifications:

The Director of Membership must have, in addition to the qualifications stated in the CPCNA bylaws:

- Current membership in the CPCNA as a full member in good standing
- A commitment to, and a clear understanding of the mission of the organization
- Sufficient time to devote to his/her primary duties

Removal of Director of Membership:

The Members may, by Ordinary Resolution, passed at a meeting of Members, remove any Director from office before the expiration of the Director's term and may elect a qualified individual to fill the resulting vacancy for the remainder of the term of the Director so removed, failing which such vacancy may be filled by the Board.

To whom does the policy apply:

Though specific to the Director of Membership role, understanding of the policy applies to all directors.

Responsibilities:

The Board is responsible for the implementation and review of this role description.