



Elk River, MN

## **MEMBERSHIP DIRECTOR**

### Position Summary:

Play the key role in maintaining the health and growth of the Chapter membership. Work with President and Chapter Leadership (and SHRM National) to engage existing members and attract new members. Execute membership acquisition and renewal campaigns on an ongoing basis. Be the face of Membership for the Chapter. Assist HR professionals and businesses through utilization of membership benefits. Engage members through chapter activities. Expand chapter outreach through connections with those that could benefit from membership. Guide the activities of the following committees: Volunteers, Membership, Awards, and Hospitality. Serves on Board of Directors for a 1-year term with no more than 2 consecutive terms.

### Responsible To:

The members of the Chapter  
The Chapter President  
State Council Membership and At-Large Director

### Requirements:

- Must maintain SHRM membership in good standing
- SHRM Certification highly encouraged
- Must attend monthly membership meetings and attend Board meetings as scheduled

### Responsibilities:

- The Membership Director, as an elected Officer of the Chapter, is a responsible member of the Chapter's Board of Directors and the Chapter's Executive Board and is expected to take part in discussion and action on all business of the Chapter
- Monitor and share membership metrics with the Board advising on increases and decreases in membership in a timely fashion and act as appropriate
- Help members and potential members learn about the value of membership and how this can advance their career and benefit their organization
- Ensure the Chapter meets minimum SHRM affiliation requirements
- Serve as Point of Contact for the SHRM Dual Membership Program
- Provide information about dual membership benefits on the chapter website, chapter social media sites, and other forms of communication, if applicable
- Reinforce key membership benefits by sharing at every meeting to remind members of various benefits
- Receive daily email notifications from SHRM for Dual Membership new members, renewals, and changes
- Ensure contact with new members is completed within 72 hours of receiving notification from SHRM advising members we have received their membership request
- Maintain membership database on Chapter website, update member profiles as necessary
- Respond to requests for information regarding membership through telephone calls, personal contacts, and email
- Direct and support the activities of the Membership Liaison and/or Membership Committee coordinating their activities to support the Chapter's mission
- Provide new member information to Membership Liaison to send "Welcome to the Chapter" email and notify Board members of new members

- Obtain quarterly lists of at-large members (SHRM members who are not members of any chapter) in the North Star SHRM area through the online request form. Source those lists to invite at-large members to upcoming Chapter events. (utilizing SHRM E-blasts)
- Maintain North Star SHRM Networking Group Directory
- Maintain membership material supplies (i.e., applications, informational brochures, etc.)
- Plan prospective member events
- Participate in the MNSHRM and SHRM Membership Core Leadership Area conference calls and webcasts
- Participate in the development and implementation of short-term and long-term strategic planning for the Chapter
- Represent the Chapter in the human resources community
- Provide membership updates at Board of Directors meetings
- Upon completion of the position's term, assist the incoming Membership Director to assure a smooth transition of responsibilities and continuity of knowledge and resources

Resources Available:

- SHRM supplies the following resources for chapter membership/at-large directors
  - Chapter Best Practices
  - Chapter Position Descriptions
  - Involving Senior HR Professionals
  - Fundamentals of Chapter Operations
  - SHRM Membership Recruitment and Retention Toolkit

And MUCH MORE...available online at [www.shrm.org/vlrc](http://www.shrm.org/vlrc)