



Standard Operating Procedures – Roles & Responsibilities

Director of Membership, Rocky Mountain PCMA

Role Overview:

The Director of Membership at PCMA plays a crucial role in driving the organization's membership growth, engagement, and retention strategies. This position is responsible for overseeing all aspects of the membership lifecycle, ensuring a positive and valuable experience for PCMA members.

Term: 2 years

Time Commitment: about 2 hours per week

Key Responsibilities:

- **Membership Growth:**
 - Develop and implement strategies to attract new members to PCMA.
 - Collaborate with marketing and communication teams to promote membership benefits and value propositions.
 - Conduct market research to identify trends and opportunities for membership expansion.
- **Member Engagement:**
 - Create and manage programs that enhance member engagement and participation.
 - Foster a sense of community among members through networking events, webinars, and other activities.
 - Monitor and respond to member feedback to enhance the overall member experience.
- **Retention Strategies:**
 - Develop and implement retention strategies to ensure ongoing member satisfaction.
 - Analyze membership data to identify patterns and implement initiatives to address potential attrition.
 - Collaborate with other departments to align services and offerings with member needs.
- **Database Management:**
 - Oversee the maintenance of accurate and up-to-date membership records.
 - Utilize the membership database for targeted communication and engagement efforts.
 - Generate reports on membership metrics and present findings to leadership.
- **Collaboration:**
 - Work closely with other departments, including marketing, events, and education, to integrate membership initiatives into overall organizational strategies.

- Collaborate with volunteers and committees to leverage their expertise and support membership-related initiatives.
- **Communication:**
 - Develop and execute effective communication plans to keep members informed about PCMA activities, benefits, and opportunities.
 - Utilize various communication channels, including email, social media, and the organization's website.

Attend Community Service Events and Emerging Leaders Events to continually meet new members.

Chair:

- Call members who are in danger of canceling and encourage them to renew their membership
- Fill in for Chair for director at meetings

Co-Chair:

- Contact new members by e-mail to welcome them to PCMA.
- Assign a mentor to all new members at their time of joining (something to chat about)

Committee Member (s):

Assist with special projects and connecting with members as needed.

- Birthday calls
- Send New Member spotlight to Communications Chair to post on Social Media

Performance Metrics:

- Membership growth rate.
- Member satisfaction and retention rates.
- Engagement metrics (attendance at events, participation in programs).

BUDGET: \$500 for PCMA pens, ribbons and supplies as needed (note cards)

This document outlines the general roles and responsibilities of the PCMA Director of Membership and may be subject to change based on organizational needs.

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