



Membership Chair

Section Volunteer Position Description

General Description

Responsible for section recruitment and retention efforts

Term

One year. July 1 to June 30.

Specific Duties and Responsibilities

- Work with Section Leadership Committee (SLC) to set goals/metrics to support the Section's management process as they relate to member recruitment and retention.
- Communicate/report to the SLC activities performed, status of performance against goals/metric set, etc. for member recruitment and retention.
- Be the section advocate for member value, satisfaction, and loyalty.
- Work with SLC to obtain necessary information regarding member demographics and expectations to recommend appropriate programs and services.
- Download membership information monthly, or request data from appropriate section volunteer.
- Ensure that all members are being communicated to regularly and in accordance with their preferences.
- Develop and implement, or maintain, section welcome program for communicating with new members and introducing them to the section and its programs and services.
- Develop and implement, or maintain, section program for following up with unpaid members to encourage them to renew their ASQ membership to continue accessing section programs and services.
- Develop and implement, or maintain, section recruitment program. Promote section participation in the Society member get a member program (Each One Reach One).
- Attend SLC meetings and general membership meetings.
- Uphold Society Bylaws, Policies and Procedures, and Section Operating Agreement.

Qualifications

- Must be an ASQ member in good standing.
- Preferably will have served as a committee chair or other position within the section.
- Knowledge and experience in market research and promotions is helpful.
- Preferably will have strong written and verbal communication skills.

Time Commitment

Approximately 3 hours per month (outside of section and executive committee meeting minutes).

Resources

The following resources, and others, can be found in the Section Volunteer Community at

<http://asqgroups.asq.org/sectionvolunteercommunity>

- Section Operating Agreement
- Section Operating Guidelines (SOGs)
- Section Management Process (SMP)
- Section Minimum Requirements (found in SMP manual)
- Marketing and Communication resources

The following resources can be found on www.asq.org. Sign in as a member.

- Society Bylaws
- Society Organization Manual
- Society Policies and Procedures
- ASQ Volunteer Area (SharePoint site index, membership lists, internet liaison access, online officer entry, find a volunteer)