

February 14, 2017

Membership Growth, Retention & Expansion Coordinator

APPOINTED BY: Regional Membership Director
ACCOUNTABLE TO: Regional Membership Director
TERM: 1 year appointment

INTENT:

This member of the Membership Resource Staff is meant to be someone who has experience and a working knowledge of membership growth and retention programs that can be used successfully in chapters of any size. Working together with the Membership Resource Staff, she also is able to design and implement 'Cold Start' plans to plant Prospective Chapters in geographic areas that can support a chorus where there currently is none.

Responsibilities:

- Plans and implements programs in the area of membership growth and retention in Chartered Chapters
- Assists chapters in revitalization with growth and retention programs
- Coordinates plans for membership growth and retention programs with the Marketing Coordinator
- Works with the Education Staff to include programming in membership growth and retention
- Responds to chapter requests for assistance in this area
- Design and implement Cold Start Chapters of Sweet Adelines (need and viability directed by the Regional Membership Director)
- Meets with the Membership Resource Staff as requested

Each Resource Staff member is responsible for:

- Maintaining comprehensive records and forwarding materials to her successor
- Training her successor
- Providing budget information to the appropriate Regional Director
- Contributing to, and implementing her assignments from, the Long Range Strategic Plan
- Maintaining contact with other regional and International personnel as appropriate
- Appointing additional staff to assist with the implementation of responsibilities, after consulting with the appropriate Regional Director

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Ability to work independently and within groups
- Problem-solving and decision making skills
- Working knowledge of Membership Growth and Retention Programs that have proven to be successful
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; travel expected