

February 14, 2017

Regional Membership Director

Appointed by:	International Leadership Specialists (instead of IBOD for pilot only)
Accountable to:	International Board of Directors
Term of Appointment:	Pilot duration
Reporting to:	International Leadership Specialists/Regional Leadership Committee

POSITION SUMMARY:

Oversees membership program for entire region, its choruses, its prospects, its growth and retention. Appoints and oversees the activities of the Regional Membership Resource Staff. Serves as a member of the Regional/Area Executive Committee

RESPONSIBILITIES/DUTIES

1. Responsible for delivery of membership programs in the following areas:
 - Member Programs:
 - Membership growth
 - Membership retention
 - At-Large member connections
 - Alternate member connections (Associate, Dual, Youth, Lifetime)
 - Incentive Programs (Member recognition, attendance, longevity, etc.)
 - Chorus Assistance:
 - Overarching assessment
 - Rehearsal strategies
 - Conflict management
 - Prospective Chorus Programs (e.g. Cold Starts, Steps Program)
 - Revitalization/Dissolution Processes
 - Membership database
2. Appoints, directs and oversees the activities of a Regional Membership Resource Staff to assist in overall Responsibilities:
 - Membership Growth, Retention and Expansion Coordinator
 - Revitalization Specialist
 - Prospective Chapter Coordinator
 - Chartered Chapter Liaison
 - Alternate Membership Liaison
3. Develops and executes a strategic long range membership plan with her regional staff to ensure that it rolls into the overall regional strategic plan.
4. Participates in the development of the overall Regional Strategic Plan with the other members of the Regional/Area Executive Committee.
5. Plans and facilitates all Regional Membership Resource Staff meetings.
6. Applies team building strategies to the Regional Membership Resource Staff.
7. Develops a proposed annual membership budget for consideration by the Regional/Area Executive Committee.

February 14, 2017

8. Maintains comprehensive records, identifies and mentors potential successors, and forwards materials to her successor.
9. Provides timely response to reporting requests from International Headquarters.
10. Attends Regional/Area Executive Committee training as required.
11. Monitors performance of members of the Regional Membership Resource Staff.

SUPERVISORY:

- Oversees and supervises activities of the Regional Membership Resource Staff.
- Performs related functions including appointments/reappointments.

COMMUNICATES WITH:

- International Leadership Specialist/Regional Leadership Committee
- Regional Governance Task Force (for feedback on pilot)
- Regional Administrative Officer
- Regional Education Officer
- Regional Membership Resource Staff
- Chapter Leadership
- General Membership
- Sweet Adelines International Headquarters Staff

RELATIONSHIPS:

- REC Officers – Maintains open communication with other REC members. Communicates in an atmosphere of mutual respect and in a timely manner.
- Regional Membership Resource Staff – Establishes and maintains open communication with all regional staff members in an atmosphere of mutual respect and in a timely manner.
- Chapter Leadership and General Membership – Creates an atmosphere of open communication and mutual respect and responsiveness to challenges and concerns.
- Sweet Adelines International Headquarters Staff – Establishes and maintains open communication with the Director of Music Services and Membership as a resource for providing information and guidance.

POSITION QUALIFICATIONS:

Desired Characteristics

- Inspirational leadership capability
- A visionary with proven ability to convert complex projects into actionable tasks
- Executive presence: High level of confidentiality, integrity and ability to delegate
- Strong organization skills and ability to support multiple projects with appropriate attention to detail
- Ability to manage moderate to high stress in supporting multiple projects, deadlines, and varying personalities and diverse functions
- Strong problem solving and decision making skills and experience

February 14, 2017

- Ability to work independently and within groups
- Strong verbal and written communication skills
- Excellent public speaking and presentation skills
- Ability to attend regional education and convention events; travel required

Desired Experience

- Prior service on the Regional/Area Executive Committee
- Prior service as a member of the Regional Membership Resource Staff
- Other service at the chapter, regional and/or international level, especially related to membership
- Relevant work experience related to the responsibilities of this position