



Canada

## **Board of Directors: Job Description**

**POSITION TITLE: Director of Membership**

### **WHAT ARE THIS ROLE'S KEY RESPONSIBILITIES?**

The Director of Membership is responsible for providing support and information to current and prospective Apra Canada members.

Specific accountabilities:

- Liaise with current and prospective members, responding promptly to questions and concerns.
- Liaise with the Treasurer/Vice-President to verify the status of paid memberships.
- Ensure that the members' current status reflects their paid membership and maintain the membership database.
- Develop and execute annual membership renewal strategy.
- Develop and execute member acquisition strategy.
- Retain and archive permanent records associated with this position.

### **DOES THIS POSITION INTERACT WITH ANY INTERNAL OR EXTERNAL STAKEHOLDERS? PLEASE IDENTIFY/EXPLAIN.**

The Director of Membership interacts both directly (and indirectly) with the membership at large; Apra Canada Board members and Conference Committee members, as well as with the Webmaster.

### **DOES THE WORKLOAD FOR THIS POSITION VARY DEPENDING ON TIME OF YEAR, OR IS IT CONSISTENT?**

The workload for this position is most heavily concentrated on the renewal months (June/July) for Apra Canada membership. At the beginning of June an email is sent to all current members advising them of the expiration of membership and the need to renew for the upcoming year.

### **DOES THIS POSITION REQUIRE ANY SPECIAL SKILLS OR KNOWLEDGE TO BE MOST EFFECTIVE?**

- Enthusiasm for connecting with current and prospective members.
- Strong communication and organizational skills.
- The position does require training for the database. Specific tasks include:
  - Creating a member record
  - Recording payment for membership
  - Updating membership status
  - Exporting a membership list

- Maintaining the membership database