



Board of Directors – Job Description

Position Title: **Director of Membership**

Roles & Responsibilities

The Director of Membership is responsible for designing and implementing the Apra Canada membership growth and retention strategy that aligns with the association's strategic objectives. The Director of Membership is responsible for providing timely support and information to current and prospective Apra Canada members.

Specific accountabilities:

- Lead Apra Canada's overall efforts to recruit, retain and engage membership.
- Liaise with current and prospective members, responding promptly to questions and concerns.
- Develop strategies and programs to stimulate member engagement as a means of membership renewal and acquisition.
- Identify opportunities and collaborate with board colleagues and members to enhance membership benefits and services offered by Apra Canada.
 - Work with Director, Communications on membership survey
- Overseer of all membership data, tracking and reporting, in partnership with Peaceworks and Webmaster.
- Liaise with the Treasurer/Vice-President to verify the status of paid memberships.
- Retain and archive permanent records associated with the position.

Key Internal Collaboration

- Webmaster
 - Collaboration with Civi CRM aspect to ensure that membership data is up to date
- Communications committee
 - To ensure that membership benefits and welcome packages are up to date
 - Supporting communications efforts to membership
 - Collaboration on creation of & distribution of membership survey

Key External Collaboration

Support of ongoing recruitment efforts and outreach to potential and new members



INSIGHT
PHILANTHROPY
RESULTS

Apra Canada Conference support

The Director of Membership will liaise with the Director, Conference, and the chair, registration, to review where conference registrants are new or renewing members, and ensure that they have received their membership & welcome package.

Workload

The workload for this position is most heavily concentrated in the summer months when the majority of the membership base renew.

Skills

- Enthusiasm for connecting with current and prospective members and the ability to effectively establish and maintain cooperative working relationships within a diverse multicultural environment, across Canada, with a commitment to a high level of customer service.
- Strong organizational skills with attention to detail.
- Demonstrates excellent oral and written communication skills in order to interact effectively with members.
- The position requires training for the Civi CRM in order to perform basic tasks and run regular reports. Experience with database management an asset.