

As of 6/1/2021

Position Title: VP Membership: Recruiting

POSITION SUMMARY

The Vice President of Membership: Recruiting manages the overall membership recruiting function including the design and implementation of strategies to achieve the yearly goal for new members. This position collaborates with the VP Membership: Retention.

TIME COMMITMENT

TERM: 2 Years

ESTIMATED TIME REQUIREMENTS PER MONTH

- Attending board meetings: 1.5 hours
 - Reviewing membership reports: 1 hour
 - Communicating with the ATD national administrative office, current or future members, as well as other board members: 2-4 hours
 - Attending and speaking about membership at monthly chapter meetings: 3 hours
- Yearly:
- Attend 2 Board Retreats each year; January and July: 1 day and ½ day respectively.
 - Optional attendance at the [ATD National Chapter Leaders Conference](#): 2 days

VALUE/BENEFITS

PERSONAL AND PROFESSIONAL

- Networking with other Talent Development professionals locally and internationally
- Discounted [ATD National Professional Plus Membership](#)
- Continuous learning
- Earn points towards ATD certifications.
- Leadership role in a professional organization
- Volunteering

- Invitation, Free Registration and stipend for hotel & travel to [ATD National Chapter Leaders Conference](#)
- Preferred seating at the [ATD International Conference](#) & Invitation to “Chapter Leadership Day” held during the International Conference

RESPONSIBILITIES

RECRUITING

- Creates, in collaboration with VP of communications and VP of media, communication to prospects and new members communications (email, social media, and or print) detailing top benefits of joining the organization, and upcoming opportunities to meet other prospects/members.
- Quarterly (Jan, April, July, Oct) requests reports from ATD national on national memberships. Scrubs data, removing existing local members and out-of-region members. Solicits national members regarding local membership via Wild Apricot.
- Ensures new member orientation occurs on a regular basis with board and committee members available to answer questions regarding the organization.

TRAINING

- Recruits and trains incoming VP Membership: Recruiting
- Recruits and trains volunteers to support the responsibilities of the role

BOARD ROLE

- January of each year defines new member goals for the year and uploads to the “Memberships” section of the [ATD RTA Board Google Site](#)
- Each board meeting provides a report on that year’s goal (plan vs. actual) and defines or solicits suggestions from board members on how to achieve the goal.
- Creates an annual report for the January membership meeting a) plan vs. actual last year and b) goals for this year. Report uploaded to the “Membership” section of the [ATD RTA Board Google Site](#)
- Attends and participates in monthly board meetings, chapter meetings, ATD International Chapter Leader Webinars; if available attends ATD International Conference and ATD Chapter Leaders Conference (ALC).
- Participates in other chapter events, committee meetings and workshops as available.
- Represents chapter professionally and ethically in all business functions/organizational activities.

QUALIFICATIONS

- Solid marketing and public relations skills.
- Skilled in written and verbal communication, personal interaction and problem-solving.
- Collaborative and strong team player.
- Ability to plan, organize and execute activities as required by the position.
- Ability to complete projects within established timeframes.
- Ability to seek others out as volunteers.
- Time available to fully participate in chapter and board meetings.
- Member of ATD International and ATD-RTA member in good standing.

ATD RESOURCES

[ATD RTA Board Google Site](#)

[Chapter Relations Manager \(CRM\)](#)

[National Advisors for Chapters \(NAC\)](#)

[Chapter Affiliation Requirements \(CARE\)](#)

[Sharing Our Success \(SOS\)](#)

[Chapter Leader Community \(CLC\)](#)

[Leadership Connection Newsletter \(LCN\)](#)

[Toolkits](#)

[Chapter Leader Webcasts](#)