



POSITION DESCRIPTION

TITLE: Director of Membership

DEPARTMENT: Administration

SUPERVISOR: Executive Director

POSITION SUMMARY:

This full-time position's primary responsibility is to develop, evaluate and oversee the strategic membership programs and initiatives of P.E.O. with a keen attention to measurable outcomes. This includes creating and achieving strategies surrounding the growth, engagement and retention of the membership in P.E.O. With a data-driven approach, this position shall use an expertise in membership development to analyze membership data, identify opportunities for membership growth and sustainability, and develop effective membership resources for state, provincial and district leadership in conjunction with the goals and objectives set forth by the Executive Director and the Executive Board of International Chapter.

This position resides at the Executive Office in Des Moines, IA and is supervised by the Executive Director who reports to the Executive Board of International Chapter and is responsible for overseeing the day to day operations of all other staff for the Executive Office.

RESPONSIBILITIES:

- With direction from the Executive Director, as well as in conjunction with appropriate Executive Office staff, set and achieve strategic priorities for membership as identified on the strategic plan for International Chapter;
- Primary responsibility of this position is to take ownership, develop and manage membership growth and retention projects;
- Engage data to support and inform all decision-making. Utilizing metrics, clearly demonstrate and communicate outcomes of membership development tactics and initiatives;
- Responsible for a high-level membership focus that includes researching and identifying:
 - strategies for target membership markets; creating and presenting plans on how to reach them; and reporting results;
 - target areas for new local chapters; work with the International Chapter Organizer to develop plans to organize and sustain growth of new local chapters throughout the United States and Canada;
 - trends within the P.E.O. membership that may affect membership growth, engagement and retention, and proposing programs or initiatives to proactive address with positive results;
- Make recommendations for local chapter program development; plan and coordinate appropriate recruitment and retention programs; conduct ongoing evaluation of such programs to assure effective retention of members
- In conjunction with the International Membership Committee, develop multi-year membership development plans in conjunction with state, provincial and district leadership and membership committees to positively impact membership growth;
- Provide the International Chapter Membership Committee relevant and effective information and oversee their success in working with and providing training to state, provincial and district chapter leadership and membership committees.
- Responsible for management of all membership inquiries, process, follow-up, tracking, reporting and positive outcomes. This includes connecting interested nonmembers to the appropriate P.E.O. sisters, making local chapters aware of local interest in P.E.O. membership; facilitate requests through online membership interest forms and Contact Us requests;
- Assist in developing and reviewing budgets for membership development and ensure they comply with stated goals, guidelines, and objectives;
- Prepare and submit written reports on accomplishments as required. Write articles for P.E.O. Record as requested;

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- Travel on selected occasions, within budgetary constraints, as requested by the Executive Director and approved by the Executive Board of International Chapter;
- Able to meet a flexible work schedule, including some evenings and weekends;
- Perform other duties as assigned for the efficient and effective operation of P.E.O.

SUPERVISION:

This position operates within the guidelines developed by the Executive Board of International Chapter and office practices and procedures established by the Executive Director. Questions should be referred to the Executive Director.

REQUIRED SKILLS:

- Membership in the P.E.O. Sisterhood is required with an understanding of P.E.O. policies and procedures.
- A college degree is preferred as well as experience in membership development, sales or product marketing.
- A proven track record of demonstrated positive results in membership growth, engagement and retention.
- Displays in-depth knowledge and understanding of all aspects of membership expertise.
- Emotional and professional maturity necessary to address all aspects of this position.
- Attention to detail required.
- Good human relations skills as well as excellent verbal and written communication skills
- Self-directed, with the ability to work independently and be highly-motivated,
- Can work effectively solo or as part of an integrated team.
- Ability to complete tasks in a timely and accurate manner.
- Good interpersonal skills.
- Proper maintenance of records and files.
- Computer skills are required preferably with experience using Windows-based applications including Microsoft Word, Excel, Outlook and Internet Explorer.
- Must be able to lift up to 25 pounds and stand for long periods of time is required to perform certain job duties