



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.

TIME COMMITMENT

TERM: 1 Year

ESTIMATED TIME REQUIREMENTS PER MONTH

- Attending board meetings: 2 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

VALUE/BENEFITS

PERSONAL AND PROFESSIONAL

- Networking with other Talent Development professionals locally and internationally
- Discounted [ATD National Professional Plus Membership](#)
- Continuous learning
- Leadership role in a professional organization
- Volunteering
- Invitation & Free Registration to [ATD National Chapter Leaders Conference](#)
- Preferred seating at the [ATD International Conference](#) & Invitation to “Chapter Leadership Day” held during the International Conference

RESPONSIBILITIES

RECRUTING

- 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 to reach out to national members may want to be chapter members.
- 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.
- At 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 goal.
- Creates an annual report for the January membership meeting a) plan vs. actual last year and b) goals for this year.
- 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.
- 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-Piedmont 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](#)