



Membership Chair

Section Volunteer Position Description

General Description

Responsible for section efforts to recruit and retain members, ensuring member value and satisfaction to promote section growth.

Term

One year. July 1 to June 30.

Specific Duties and Responsibilities

- Work with Section Executive Committee to set goals/metrics to support the Section's management process as they relate to member recruitment and retention.
- Communicate/report to the Section Executive Committee activities performed, status of performance against goals/metric set, etc. for member recruitment and retention.
- Be the section advocate for member value, satisfaction, and retention.
- Work with section executive committee to obtain necessary information regarding member demographics and expectations to recommend appropriate programs and services.
- Download membership information monthly, or request data from appropriate section volunteer.
- Ensure that all members are being communicated to regularly and in accordance with their preferences.
- Develop and implement, or maintain, section welcome program for communicating with new members and introducing them to the section and its programs and services.
- Develop and implement, or maintain, section program for following up with unpaid members to encourage them to renew their ASQ membership to continue accessing section programs and services.
- Develop and implement, or maintain, section recruitment program. Promote section participation in the Society member get a member program.
- Attend section executive committee meetings and general membership meetings.
- Uphold ASQ and section bylaws and policies & procedures.

Qualifications

- Must be an ASQ member in good standing.
- Preferably will have served as a committee chair or other position within the section.
- Knowledge and experience in market research and promotions is helpful.
- Preferably will have strong written and verbal communication skills.
- Computer skills recommended to facilitate use of membership data and creating materials for communicating with members.

Time Commitment

Approximately 3 hours per month (outside of section and executive committee meeting minutes).

Related Documents

Information provided is to be used as a guide for developing section position descriptions. When revising position descriptions, sections are expected to comply with any bylaws or policy and procedure requirements stated.

Rev. 03/03

- SOG 7 - Understanding Section eGuidelines
<http://asqgroups.asq.org/SectionVolunteerCommunity/Section%20Operating%20Guidelines/Forms/SOG7.htm>
- Marketing and Communications Tools and Templates
<http://asqgroups.asq.org/SectionVolunteerCommunity/Tools%20and%20Templates/Forms/Marketing%20Tools%20or%20Templates.htm>