Membership Director

Presented by: ASID
Job Description Overview

www.asid.org/about

• Plans and executes the membership development and retention functions of the chapter.

• Serves as a voting member of the chapter board of directors.

• Ensures that all membership engagements are conducted in accordance with the ASID brand experience.
Job Description Overview

www.asid.org/about

• Ensures that all chapter membership initiatives are conducted in accordance with the Society’s organizational messages and strategic direction.

• Ensures that all chapter membership initiatives are inclusive towards an expanding diverse demographic as well as all member segments.
Resources & Tools:

• Chapter Board Position E-mail Account
  – communications@yourchapter.asid.org
  (communications@al.asid.org)
  – https://portal.office.com

• Brand Central
  – asidbrandcentral.com/
Resources & Tools:

chapters@asid.org

Each other.
Top Objectives

1. You plan and execute the membership development and retention initiatives
2. You are the champion of WHY you should join ASID
3. You are the first voice potential members hear
THANK YOU!