



Vice President of Membership Relations

The **Vice President of Membership Relations** is responsible for creating a plan to drive member retention and acquisition. This role reports directly to the President of the Board. This person leads a team of directors and other volunteers. Usually, Director of Membership Acquisition, Director of Member Engagement and Director of Volunteer Management. The ideal candidate has the ability to work cross-functionally, the foresight to plan ahead of time and a mindset that requires a combination of creating strategy and executing on initiatives. Additionally, the ability to approach strangers with sociability and relatability is key.

Main Responsibilities for the Vice President of Membership Relations:

- Develop and be accountable for the Membership Committee plan and budget reporting
- Maintain the Member Journey Map
- Outline member renewal process and improve the experience for members
- Keep track of existing members and newer members from event attendance and New Member Orientation
- Create a system to understand what members are getting out of the AMAC.
- Follow up on member leads, hold recruiting efforts through chapter programs, and develop recruiting materials
- Recruit companies for the AMAC group membership
- Assume responsibilities common to all officers and directors of the board

Top Four Requirements for the Vice President of Membership Relations:

- Overall marketing experience with a focus on campaign management or business development or membership organizations is preferred
- Successful track record of building and managing a team
- Ability to work cross-functionally – must work with every board member to coordinate initiatives across the AMA Board and chapter
- Ability to recruit new members through his or her network or through other resourceful means

Time Commitment

- 2-5 hours per week
- Hold monthly committee meetings
- Attend monthly board meetings & some events