



## Director, Membership

### *Position Description*

The Director, Membership is elected by the AMUG members and serves on the Board of Directors for two years. The Director, Membership designs and implements AMUG membership growth and retention strategy that aligns with AMUG's mission, vision, objectives, and purposes.

### **Primary responsibilities of the Director, Membership include, but are not limited to:**

- Leads AMUG's overall efforts to recruit, retain, and engage members in the AMUG organization and at the annual AMUG Conference.
- Collaborates with the AMUG Board of Directors, Membership Committee and to:
  - Create a roadmap for sustainable membership growth;
  - Establish short- and long-range plans and goals to achieve organization membership objectives;
  - Outline a data-driven member engagement, retention, and recruitment strategy and implementation plan.
- Develop strategies and programs to stimulate member engagement as a means of membership renewal.
- Identify opportunities and collaborate with the Board of Directors to enhance member benefits and services offered by the organization.
  - Coordinates preconference activities for members, including preconference training/certifications and industry tours.
- Develop strategies to measure and strengthen member engagement.
- Analyze membership data, tracking and reporting, including but not limited to:
  - Evaluate member eligibility requirements are met;
  - Membership trend analysis by region;
  - Recruitment and retention trends;
  - Maintain current, new and prospective member information;
  - Member experience throughout registration and attendance.
- Works with the Board of Directors to set annual membership goals. Provides monthly insight into membership revenue and tracking to annual goals.
- Provide AMUG Newsletter content as required.
- Provide Membership updates and reports to the Board of Directors.
- Committee Participation:
  - Chairs the Registration Committee;
  - Board Liaison for the Membership, New Member, Registration, and Scholarship Committee ;
  - Interfaces with other committees as necessary.

### **Expectations**

- Actively support the Objectives and Purposes of the Corporation as outlined in Article 2, Section 1 of the AMUG Bylaws.
- Knowledgeable of Roberts Rules of Order.
- Attend AMUG Board of Directors meetings.
- Attend AMUG Committee Chair meetings.
- Attend the annual AMUG Conference.
- Attend the AMUG Business Meeting at the AMUG Conference.
- Attend the annual Meeting of the Board of Directors.
- Assist in transition of duties to the Director, Membership-elect.
- While financial management is the primary focus of the Treasurer, the entire AMUG Board shares the responsibility of financial oversight and accountability.

### **Time Commitment (minimum)**

- Board of Director meetings – 1 hour @ 2/month
- Committee Chair meeting – 1 hour/month
- Annual Board meeting – up to 4 days/year (Travel required)
- Committee meetings – Chairs one committee, liaison to three committees, meeting frequency as needed to meet objectives.
- Weekly updates and monitoring could be 5-10
- Attend Annual AMUG Conference from Friday to Friday to work the event.
- Note: Meetings will generate action items that will require additional time

### **Term**

- Director, Membership position is a minimum of two years.



- No limitation on the number of terms.

**Qualification**

AMUG Member in good standing as outlined in the AMUG Bylaws, Article 12, Members.

To ensure objective decision-making and avoid potential conflicts of interest, candidates cannot hold a position in sales, marketing, or business development at their current place of employment.

No position, except the Treasurer, may be held by the same person or employees of the same company, or employees of affiliates of the same company at time of election or appointment. In addition, the Treasurer and Director at Large may not be from the same company or affiliate due to financial responsibilities.

**Experience**

Demonstrated active support of AMUG's mission, philosophy, objectives, and purpose.

Director, Membership position does not provide an automatic ascension to any Board of Director position.

**Revision History**

Amended 10/20/2022, AMUG Board of Directors

Amended 07/20/2023, AMUG Board of Directors

[Amended 07/12/2024, AMUG Board of Directors](#)

[Amended 11/25/2024, AMUG Board of Directors](#)