

## **MEMBERSHIP – JOB DESCRIPTION**

### **Director of Membership:**

Serves for a two year term. The board meets every other month, typically on the first Friday of that month.

- Promote and stimulate the professional image of the Association of Wedding Professionals.
- Responsible for developing and implementing ongoing membership retention and recruitment campaign
- Responsible for the overall marketing and public relations efforts of the chapter.
- Assist with programming ideas to support and enhance the Association.
- Maintain all membership records, and build a working list of prospects.
- Update member materials as needed (members are responsible for maintaining their own profile via the website). Materials may include new member kits, member binders, member brochures. Responsible for printing certificates for all members
- Coordinates the design, printing and circulation of meeting notices, press releases and other marketing materials for all of the Associations matters.
- Extends invitations to press for appropriate Meetings
- Keep records of reservations for the monthly meeting attendance and oversee the creation of nametags.
- At meetings, greet members and guests, and facilitate guests' individual introductions during networking, and group introduction during dinner.
- Coordinate the introduction of new members via monthly newsletter (which is published by the Secretary) and at meetings.
- Contact and encourage former members to visit and re-join.
- Follows up with any guests that attend monthly meetings

Last Updated: 9/13/07