

## **AIGA DFW Director of Membership & Community Engagement**

*Minimum Tenure: 2 years*

*Maximum Tenure: 4 years*

### **Mission:**

Increase and promote the value of membership and grow the member base while engaging both current and prospective members.

### **Responsibilities:**

- Strategize ways to increase and maintain membership / support of AIGA DFW
- Educate the board on how to speak about the value of membership
- Generate, analyze, and share monthly membership reports with board
- Maintain membership list and track statistics
- Create and send welcome packages to new members in Sustaining tiers
- Contact lapsed members to learn why they lapsed and encourage renewal
- Maintain awareness of national benefits and develop / oversee local membership resources, relationships, and perks
- Run members only projects and activities at events
- Seekout and highlight members throughout each year
- Acknowledge AIGA anniversaries in 5 year increments
- Conduct annual chapter membership survey, and report results back to the board
- Collaborate with each committee leader to ensure programs and initiatives have a perk or bonus for members where possible
- Hold monthly committee meetings to discuss goals, remind team of best practices, applaud achievements, strategize engagement, and plan changes as necessary.
- Maintain one-on-one contact with team members to ensure that strengths are leveraged and that individuals are satisfied / feel like an appreciated part of your crew.

### **Skills + Traits:**

- Experience leading/managing a team
- Organized and able to multitask
- Familiarity with organizing and planning events with many moving parts
- Excellent verbal and written communication skills
- Comfortable working remotely: resourceful, independent, self-motivated, use of digital tools, team player, cross-cultural literacy