

**Rocky Mountain Cable Association
Board of Directors
Existing Membership Chair**

DESCRIPTION

The Existing Membership Chair is a board position on the Membership Committee that helps with the engagement and retention of current members. The individual in this role can be a board member or Committee Chair.

All Board positions are a 2-year commitment. Includes monthly board meetings, monthly officer meetings, and an estimated 0-4 hours per week for the responsibilities below. Board members are expected to participate in events whenever possible (approximately 1-2 times per month).

Chairs should expect to participate in committee meetings and events but do not need to attend board meetings and do not vote on board decisions. Membership Committee members should expect to commit approximately 6 hours per month including: biweekly Membership Committee meetings (2 hrs), events and meetings for membership recruitment/retention (2 hrs), and administrative/planning (2 hrs).

Board members and Chairs are expected to have career experience in the Media + Technology sectors, and should have proficient computer skills, including Microsoft Office, strong verbal and written communication skills, and high degree of attention to detail.

KEY RESPONSIBILITIES

- Educate on prospective members on membership value through communication of events, benefits, network
- Seek out corporate membership from existing members/advocates
- Develop membership referral plan
- Collect and track member data to gauge success and perceived value of membership events and communication. Utilize registration information and consider survey, in person feedback
- Expect to network and attend events to reinforce M+TC objectives and value
- Work with Membership Exec and New Member Committee Chair to support overall membership objectives
- Recruit and manage committee volunteers
- Other duties to be assigned as needed/requested.
- Reports to the Strategic Partnership Executive Board Director.