



## **NAHU Board of Trustees Job Description Membership Council Chair**

This individual, appointed by the President of NAHU, will serve as the Executive Officer of the Membership Council. The purpose of the membership council is to create, develop and communicate effective tools that will assist state and local chapters for recruiting and retaining members. These tools will enhance the membership experience as value added benefits.

The chair will represent the Council on the Board of Trustees and other NAHU bodies. The chair will direct the policymaking efforts of the Council and will serve as Chair of the Membership Management Team to establish goals and directions for the Council. The chair will work directly with the Regional Membership Chairs regarding state and local issues within their respective regions. The Chair will work closely with all NAHU committee chairs and with NAHU's staff liaison.

The chair will:

- Provide membership reports and updates to the Board of Trustees.
- Assign tasks to the Council and monitor the group's progress along with holding each regional chair accountable.
- Leads Council teleconference calls and in person meetings. Ensures that regional chairs are attending events and calls as required.
- Communicates regularly with the vice-chair and regional manager to ensure that broad based goals are being accomplished.
- Work with the Council on the development of national membership recruitment and retention campaigns.
- Assist with the identification of member benefits and resources that add value to NAHU's membership.
- Arrange for the Council to evaluate its work at the end of each year – or at completion of its task – to determine whether it accomplished its goals, and what worked and what didn't work.

NAHU Staff Liaison:

- Trains Council as necessary on NAHU's membership policy and procedures. Including the use of eCommerce.
- Takes meeting minutes and reports membership counts and trends to the council.
- Reports on progress of recruitment and retention campaigns.
- Work with the chair and Council to develop membership communications.
- Market and promote national membership campaigns through NAHU outlets.
- Provide various membership reports as requested.
- Support the council with all membership endeavors.