



## State Membership Chair

### Role Overview

The Membership Chair is responsible for driving the growth, engagement, and retention of the organization's members. Key duties include coordinating the chapter membership chairs, developing recruitment campaigns, managing the onboarding of new members, maintaining accurate membership databases, reporting on retention metrics to the state Board, and fostering a welcoming environment to sustain, and grow, the organization's membership.

### Responsibilities

- Attend monthly Board meetings and provide monthly report on membership statistics, goals, and trends
- monthly membership reports
- Develop, coordinate, and execute strategic campaigns to attract new members.
- Maintain automated member communications in the organization's Client Relationship Management software, Neon CRM.
- Act as the primary contact for general inquiries about membership and loop in relevant chapter membership chairs as appropriate
- Collaborate with chapter membership chairs to help with recruitment events, welcome activities, and member outreach.
- Work with the executive committee and chapter membership chairs to set yearly membership targets, identify opportunities for growth.
- Work with the Communications Chair and the Chapter comms leads to develop and distribute promotional materials

### Anticipated Skills

- Strong interpersonal and networking skills to build relationships both inside and outside of the organization..
- Organized with attention to detail.
- Strategic thinking for planning and implementing goals.
- Excellent communication skills for interacting with members, prospective members, the media, etc., and for reporting to the board.
- Familiarity with (or willingness to learn) our membership database and Client Relationship Management software, (Neon CRM)
- Comfortable with the Google Suite (Sheets, Docs, Forms, Gmail, etc.).
- A genuine interest in South Carolina's native flora and environmental conservation.