

**Position Title: Director, Recruitment and Retention**

**Position Summary:**

Serve as an appointed/elected member of the Chapter leadership. The main focus of the Director of Recruitment and Retention is to steer activities that help foster membership growth and retention.

Current activities include new member welcome via phone calls and emails as well as connecting during events with the purpose of engaging and moving members in directions to maximize membership value.

Retention activities are currently geared towards retention calls but responsibilities fall beyond just the call. Retention is driven by positive net value. A subset of retention is networking, relationship building and engagement. This position works to create opportunities for GMA SHRM Members to build on these areas.

**Responsible To:**

The members of GMA SHRM

The VP Membership

**Position Responsibilities:**

Work with the membership committee to reach out to new members via phone or email and provide a welcoming environment

Create events that provide members to engage and create relationships and support structure withing the GMA SHRM membership.

Generate ideas and strategize with the focus of membership retention.

Delegate responsibilities as appropriate.

Execute throughout the year, Strategic Initiatives in the area of membership and retention as well as added initiatives as defined by the Board.

**General Board Responsibilities:**

Present regular updates to the Chapter President and Board.

Participate in the development and implementation of short-term and long-term strategic planning for the Chapter.

Represent the Chapter in the human resources community.

Respond to any other requirements of the Chapter President and board.