

Harford County Running Club

Membership Director

Position Description

Job Purpose

The Membership Director- Oversees membership activities for a membership organization.

Essential Functions

- Responsible for preparing a membership registration application, collecting dues, collecting liability waivers, and maintaining Club membership lists.
- Submit roster of active members both annual and lifetime to the RRCA.
- Make available to committees and Directors lists of active members. Communicate, in writing, notices of delinquency to any member not remitting dues as set forth in Article 3.
- Conceive and implement initiatives to grow Club membership

Additional Responsibilities and Notes

1. Maintains the club's data base (membership register) of members' files.
2. Download Master membership list at the end of each month. Save master list in in the Board's Google shared drive.
3. Negotiate club requirements with "Running Ahead" or subsequent companies.
4. Work with Marketing and Communications Director to create quarterly and annual membership drives.
5. Work with Marketing and Communication Director to update and create new membership documentation, information for website, social media, marketing material and email communication.
6. Solicit feedback from members in order to improve membership activities and services.
7. Process new applications for member as needed. Assists prospective members in fulfilling application requirements.
8. Assist with marketing exhibits to present information about the club and its benefits to prospective members.
9. Develops programs, initiatives, and policies designed to increase membership for Board approval.
10. Develops and ensures that established procedures for processing prospective members' applications are consistently followed.
11. Creates and conducts orientation program for new members twice a year.
12. Works with Communication Director and club Secretary to promote club activities.
13. Presents ideas to the Board of Directors and committees for quarterly prospective member functions.
14. Participate in special projects as applicable regarding membership retention and prospective memberships.
15. Assists in determining markets to be targeted for prospective members.
16. Assesses the need for and makes recommendations regarding membership classifications to help ensure that the needs of ever-changing markets are met.
17. Provides monthly updates to the Board on status of the program.