



AIGA Minnesota

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AIGA Minnesota Job Description Director of Membership

Purpose of Position

Ensure Chapter membership activities are aligned with AIGA national initiatives as well as local Chapter goals. Act as advisor to and liaison between Chapter board and Chapter membership to ensure Chapter activities meet needs of the membership.

Develop membership growth strategies and oversee any Chapter activity measuring member satisfaction, including (but not limited to): AIGA Minnesota promotion table at events, member surveys, and general feedback.

General Responsibilities

1. Track member activity
 - a. Ensure monthly membership reports are generated, analyzed and communicated to Chapter board
 - b. Work with national to ensure member database is current and effective
2. Respond to member inquiries or membership-related issues
3. Form/maintain a committee to execute membership initiatives
4. Develop and oversee membership resources
5. Participate in AIGA national Membership Listserv
6. Review and comprehend Membership Resource Book in Chapter workroom
7. Establish manageable and reasonable membership goals
8. Coordinate annual Members Meeting (in collaboration with director of communications and executive committee)
9. Ensure annual Chapter survey conducted; results analyzed and communicated

Required Areas of Expertise and Work Experience (required)

1. Minimum 2 years experience in professional practice in design or related/affiliated field
2. People-oriented, outgoing and able to create conversation among strangers
3. Previous AIGA committee experience
4. Must be a team player

Critical Knowledge and/or Skills (preferred)

1. Previous experience leading/working with volunteers
2. Excellent interpersonal and written communication skills
3. Previous AIGA committee or non-profit board experience a plus

Teams & Resources

1. Membership Committee (AIGA MN Ambassadors) – oversee committee to ensure membership initiatives are carried out and in alignment with Chapter initiatives
2. Director of Volunteers – work closely with volunteer efforts to ensure Chapter volunteers are appreciated, listened to and understand expectations



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3. Executive Committee – review membership and volunteer activity reports, forecast membership activity, communicate results and develop action plans
4. Programming Team – work closely with programming directors to ensure alignment between member programs, membership initiatives and Chapter initiatives
5. Communications Team – work closely with communications director to ensure alignment between member communications, membership efforts and Chapter initiatives
6. Chapter directors – be available to Chapter directors, volunteers and partners as needed

Powers, Nomination and Term

1. **POWERS:** Voting member of the AIGA Minnesota board of directors.
2. **NOMINATION:** Nominated by any AIGA Minnesota member or self-nominated for consideration by the AIGA Minnesota nominating committee; appointed to the slate by the nominating committee; ratified to serve on the board by majority vote of the membership.
3. **TERM:** Two years, with option to reapply for second and third term. Not to exceed maximum of six consecutive years of (voting) Chapter board service.