SEFAA
678-235-4328
3240 W. Hospital Ave, Suite 103
Chamblee, GA 30341

Southeast Fiber Arts Alliance

info@fiberartsalliance.org
HYPERLINK "http://www.fiberartsalliance.org"www.fiberartsalliance.org

Membership Committee Chair

Position Level: Board Member
Location: Chamblee, GA or Remote

Works with: Board Committee Chairpersons
Reports to: Board President

Position Overview: The Membership Chair board position is responsible for cultivating, engaging, and growing SEFAA membership to ensure the viability of the organization. This position works closely with the HR Chair, Marketing, and Programming/Education Chair to collaborate and communicate events and volunteer requirements and is responsible for the Membership Committee oversight.

Key Responsibilities:

- Develop and execute a comprehensive membership growth and retention strategy aligned with SEFAA's mission and goals.
- Actively recruit new members through various channels, including outreach campaigns, events, and partnerships.
- Foster a sense of belonging and engagement among current members by planning and coordinating member-focused events, networking opportunities, and activities.
- Enhance and communicate the value proposition of membership, including benefits, resources, and exclusive opportunities.
- Monitor and assess member feedback to continually improve the membership experience.
- Implement strategies to improve member retention rates, including personalized outreach, surveys, and feedback mechanisms.
- Set membership dues and fees in consultation with the finance committee and board.
- Monitor and report on membership revenue, working to achieve or exceed financial targets.
- Chair or participate in the membership committee, collaborating with committee members to execute strategies.
- Maintain accurate and up-to-date membership records and databases, ensuring data security and compliance with data privacy regulations.
- Work closely with the marketing and communication teams to promote membership opportunities.
- Develop and execute targeted marketing campaigns to attract and retain members.

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- Provide regular updates and recommendations to the Board of Directors.

Additional Responsibilities:

- Active SEFAA membership
- Active participation in SEFAA affairs
    - Attend 75% of regular board meetings and board retreats.
    - Chair or actively participate in at least one board committee or project annually.
    - Participate in community building and outreach activities.
- Promotion & Advocacy of SEFAA; remain knowledgeable about and stay current with SEFAA news, services, programs, and events.
- Financially Contribute at a level meaningful to self
- Serve a two-year term (extendable to a maximum of three consecutive terms)
- Avoid all conflicts of ethical or business interests*

Qualifications and Skills:

- Demonstrated commitment to SEFAA's mission and values.
- Previous experience in membership management, marketing, or related roles (preferred).
- Strong leadership, communication, and interpersonal skills.
- Ability to develop and implement membership growth strategies.
- Knowledge of membership software and database management.
- Understanding of non-profit governance principles and best practices.
- Data-driven and analytical mindset to assess and improve membership performance.
- Experience in effectively managing a volunteer workforce.

*Board members may be involved in other advocacy groups or boards and are in a position to bring a wide range of views to bear on issues that confront SEFAA. While such viewpoints are necessary to setting a balanced course for SEFAA, it is important that each Director set aside any outside interests when acting on SEFAA matters. SEFAA's conflict of interest policy is described fully in Article 11 of SEFAA's Bylaws. Directors must annually sign a statement affirming that they have received a copy of the conflict of interest policy, understand the policy, and agree to comply with the policy.