



MEMBERSHIP COMMITTEE

VICE CHAIR OF NEW MEMBER OUTREACH

VISION

Build a sustainable network of female leaders through targeted recruitment and retention activities, while engaging with our members to remain relevant to their current and future career paths

CHARTER

Provide an informative, pleasant enrollment and renewal experience for our members while acting as a resource to help members navigate through the organization to maximize their membership so they may leverage the talent and tenure of our member network as the “Go-To” within the industry

PRIMARY DUTIES AND RESPONSIBILITIES *including the following, other duties may be assigned:*

- Ensure marketing collateral is current and relevant. Incorporate associate members in existing collateral or create separate collateral to address these constituents
- Work with Chair to create a marketing plan outlining key marketing channels (e.g., tradeshows, company direct marketing, new market segments)
- Create a workflow to ensure that new member interests identified in applications are funneled to the correct PWH group
- Identify primary causes of lapsed PWH membership, working with the VC Market Intelligence
- Oversee the role of their sub-committee
- Identify committee members
- Schedule monthly calls, or as needed, with committee members
- Communicate status, issues and successes with Committee Chair
- Work with Committee Chair to establish SOP's as required by PWH if not currently in place
- Attend committee calls
- Abide by and promote the PWH mission and core values
- Engage support from employer

TIME COMMITMENTS

- Attend PWH Board Meetings
 - January
 - August
- Approximately 4-5 hours per month