



MEMBERSHIP LIAISON

Function

Assist the Membership Director with leadership for membership activities in chapters, particularly assuring that chapter membership directors have access to resources necessary to recruit at-large SHRM members to chapters, local chapter members to SHRM, and non-affiliated HR professionals to both organizations. Assist the Membership Director with providing leadership to member engagement/retention measurement and strategies of chapters.

Responsible To

The Membership Director.

Responsibilities

1. Provide leadership to chapter membership directors in all areas of membership responsibility.
2. Ensure chapter membership directors have access to best available resources for member recruitment and retention:
 - a. At-large members to chapters;
 - b. Local members only to SHRM;
 - c. Non-affiliated professionals to both organizations; and
 - d. Engagement/retention of current chapter members
3. Assist Membership Director with providing information for tracking and reporting chapter and state membership growth and retention rates.
4. Collect successful membership recruitment/retention initiatives to share with chapter membership directors.
5. Create quarterly e-blasts to promote local chapter membership.
6. Provide forum, e.g. state council meetings, conference calls, for chapter membership directors to discuss membership issues and share successful recruiting/retention practices.
7. Serve as resource for chapters struggling to meet minimum standards in SHRM membership to assure chapters are not disaffiliated for not meeting this requirement.
8. Encourage uniform membership requirements for all chapters based on the SHRM model for membership qualifications.
9. Attend state leadership conferences and state council meetings as requested by Membership Director to assure representation for this critical area of responsibility.
10. Represents state at the National SHRM Leadership Conference, as requested by Membership Director.

Term

- Serves a two-year term beginning the first day of January and ending the last day of December with no term limits.
- Appointment is made by the state council director.

Requirements

- Must be a SHRM member in good standing.
- SHRM certification highly desirable.