



Membership Sub Committee – Position Description

Purpose

The purpose of the Membership Sub Committee is to build a community and drive loyalty.

Responsibilities

Specifically, the membership team must understand what the HYP membership base values then leverage our community partners to deliver these benefits.

Furthermore, the membership team are expected to manage the membership applications, removals, updates and have a full understanding of the composition of our membership base.

The following outlines the expectations of the Membership Sub Committee:

- Develop and implement strategies to grow membership database
- Manage and maintain member database accuracy
- Review and approve new membership applications
- Moderate and develop Facebook Group community
- Coordinate and deliver Annual Pass product for individuals and businesses
- Identify individuals, interview and coordinate Member of the Month monthly (Facebook live)
- Identify individuals, interview and coordinate Alumni in Focus quarterly (Facebook live)
- Reach out to engaged members/prospects and personally invite to events (share event EDM)
- Coordinate annual event for Annual Pass members
- Report membership data insights at board meetings

Skills and Experience

As part of the Membership Sub Committee, you will be required to possess the following skills:

- Well-developed personal organisation and time management skills
- Strong interpersonal skills to work as a team and build relationships in the local business community and be able to liaise with members during the course of the year
- Confident public speaking, written and oral communication skills
- Data analysis skills and report writing

Time & Travel Commitment

- Attend all monthly board meetings (including submission of monthly reports prior to the meeting)
- Attend all events (complimentary tickets provided to Directors)
- Allocating approximately 5 - 15 hours per month towards either your Sub Committee's responsibilities and/or HYP's responsibilities
- Assisting other teams as required from time to time