



Sonoma Sister Cities Association

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JOB DESCRIPTION

Membership Chair

Sonoma Sister Cities Association includes seven Sister Cities around the world. Our mission is to promote peace through mutual respect, understanding and cooperation – one individual and one community at a time. Our goals are to facilitate cultural and arts exchanges, support humanitarian assistance projects, offer youth and educational programs and increase participation in economic and sustainable development.

Position

Membership is a Standing Committee in the Association Bylaws.

Membership Chair is a volunteer position and is responsible for member recruitment, retention, engagement and member data management and reporting to the Board.

Qualifications

1. Possess a basic understanding and knowledge of the mission and purpose of SSCA and Sister Cities International.
2. Has effective communications skills, verbal and written and an ability to interact with the Board and other officials, agencies and members. Knows how to build relationships.
3. Has basic skill in word processing, Excel and other database software. Is willing to learn existing software used for membership (Club Express)
4. Is a member in good standing of SSCA

Duties and Responsibilities

Overall follows the Membership Policy set by the Board and may recommend changes to that policy from time to time as necessary.

Recruitment: Prime responsibility is developing strategies for attracting new members. This means developing outreach to key local organizations utilizing digital tools and platforms for recruitment, including press releases, advertising, social media, etc. and attendance at appropriate events (Chamber events, etc.)

New members are contacted and interests identified. Committee Chairs should be given a list of new members and contact information as applicable.

Member Retention/Engagement: This includes regularly checking in with members. Organizing activities with help of Board to keep members involved. Encouraging participation in committees.

Data Management and Reporting: Data collection, analysis, and reporting are key components of the membership chair responsibilities.

- Maintain accurate membership records
- Analyze membership data to identify trends and opportunities
- Report membership statistics to the board
- From time to time, review software efficiency