



IABC Victoria
Membership Chair
Position Description
2024

Position Title: Membership Chair

About IABC Victoria:

Victoria is the ultimate professional association for communicators in Victoria. As one of the largest chapters of the International Association of Business Communicators outside of North America, we provide members with professional development opportunities, local and global networking events and exclusive resources to stay ahead of the curve in the dynamic world of communication.

Position Summary:

As Membership Chair you will play a crucial role in building and maintaining our community of communication professionals. You will be responsible for attracting new members, retaining existing members and ensuring that they have a fulfilling and rewarding experience as part of our organisation. Your efforts will contribute significantly to the growth and success of our mission.

Key responsibilities of the role:

- **Membership strategy development and delivery**
 - Develop and implement a membership attraction strategy, drawing on marketing tools such as market segmentation, member persona development and member journeys to identify effective tactics.
 - Collaborate with Brand to create compelling materials to incentive membership.
 - Leverage IABC Global promotions for “Membership Month” (twice per year).
 - Lead engagement with non-member attendees at IABC Vic events.
- **Membership engagement and retention**
 - Act as the primary point of contact for members, welcoming new members, acknowledging renewing members, responding to enquiries and feedback.
 - Develop and implement a lapsed member strategy, engaging members to increase retention, and following up with lapsed members for feedback.
 - Provide new member contact details to Brand for the newsletter database.
- **Membership data analysis and reporting**
 - Conduct an annual Net Promoter Score (NPS) survey to assess member satisfaction, and deliver report to Board, identifying opportunities and strategy for improvement.
 - Preparing monthly membership reports about new members, lapsed members, and net growth (positive/negative), comparing results to established objectives.
 - Extracting key insights and offering recommendations to align strategies with membership growth objectives.

Shared responsibilities:

- **Fiduciary responsibilities:**
 - Exercise prudent judgement, act in the best interests of the organisation and ensure that all financial decisions align with our mission and values.
 - Demonstrate commitment to transparency, accountability, and ethical financial stewardship to ensure the continued success and sustainability of IABC Victoria.



- **Assisting with the Bronze Quills and Oration:**
 - Collaborate with the Events Chairs and Board to provide valuable support in the planning and execution of the Bronze Quills and Oration, contributing to its overall success and ensuring alignment with the organisation's standards of excellence.
- **Administration**
 - Lead volunteers as required, collaborate with the Board to mutually deliver Key Responsibilities, deliver handover with successor.
 - Attend a minimum of 3 IABC Victoria in-person events in the year, representing the brand professionally while advancing the chapter's strategic direction.
 - Adhere to IABC's Code of Ethics, and the Consumer Affairs Victoria Association's Incorporation Reform Act 2023 'Rules for IABC Victoria'.

Skills and qualifications:

- Proven experience in brand management, marketing, communications or PR.
- Passion for and commitment to the communication profession.
- Excellent interpersonal and communication skills.
- Strong organisational and project management abilities.
- Experience in membership recruitment, engagement, or similar roles is a plus.
- Familiarity with communication industry trends and networks is advantageous.
- Ability to work effectively both independently and as part of a team.
- Passion for the mission and values of IABC Victoria.

Note: IABC membership is required to be a Board member. A person is eligible for IABC membership if they are:

- a) A professional communicator
- b) An academic in a communication discipline, or
- c) A student of a communications discipline at a tertiary institution as determined by the IABC,

and they support the purposes of the Association.

Time Commitment:

- 1 x monthly 2-hour face-to-face board meeting
- 1 x 1-hour fortnightly Work-In-Progress meeting
- Attend a minimum of 3 IABC Victoria in-person events in the year, representing the brand professionally while advancing the chapter's strategic direction.
- Delivery of Key Responsibilities (~ 4 hours per week).

Note: This position description is intended to describe the general nature and level of work expected of the Membership Chair.

How to Apply:

To apply, please complete the nomination form explaining your qualifications and your interest in the Memberships Chair, and send this along with your CV to president@iabcvic.com.au AND vicepresident@iabcvic.com.au.

IABC Victoria is an equal opportunity organisation. We encourage applications from individuals of all backgrounds and experiences. We appreciate all applicants for their interest, but only those selected for an interview will be contacted.