

## **Member Relations Chairman Position Description**

### **Position Purpose:**

To ensure the branch is maintaining appropriate growth and is meeting the needs of its members by recommending and implementing approved programs and processes to improve member integration, satisfaction, and retention.

### **Principal Responsibilities:**

- Ensure new members are effectively integrated into the Branch by orienting new members,
- Develop an annual plan for Member Relations, and upon Big Sir and BEC approval, ensure it is effectively implemented and that its results are reported to the Big Sir and the BEC.
- Ensure the Branch is meeting member needs by:
  - surveying periodically and soliciting Branch member feedback to maintain and improve branch performance.
  - contacting those who voluntarily leave the Branch to determine the reason(s) for their departure.
  - observing the collegiality of members, food quality and location suitability at luncheons and reporting results and improvement recommendations to the Big Sir and the BEC.
  - contacting newer members periodically (either individually or as a small group) to solicit program improvement suggestions and providing guidance in joining activities.
- Ensure sponsors have a major role in new member integration by establishing a formal sponsor role (with Big Sir and BEC approval), obtaining feedback from sponsors and new members regarding how the process is working and making improvement recommendations to the Big Sir and the BEC.
- Ensure the stability of Branch membership by closely monitoring membership statistics and recommending improvements to the Big Sir and the BEC.
- Lead a Member Relations Committee to strengthen the process and address issues, obtaining feedback from all involved parties, surveying other branches for new ideas and recommending improvements to the Big Sir and the BEC.
- Communicate the goals, plans and improvement actions of Member Relations to members through personal contact and periodic newsletter articles.

### **SIR Leader Expectations, Skills and Knowledge Required:**

- Understand the RAMP Tool Kit videos and video learning points sections applicable to the function.
- Understand the SIR Leader Expectations.
- Build close relationships with key branch leaders and volunteers to enhance the overall effort.
- Use common word processing, spreadsheet, presentation and email software.
- Understand the SIR organization and whom to contact for specific information

and advice.

- Possess knowledge of the contents of the SIRINC.ORG website with particular emphasis on recruiting best practices found in the Branch Information Section.

(Updated 2/28/19 P&P Committee)