

Chapter Director at Large – Membership and Volunteer Engagement

The chapter director-at-large, membership and volunteering oversees all engagement activities for the chapter including engaging and retaining HBA members within the geography and recruiting, placing and tracking chapter volunteers.

General Role Description for Regional Director-At-Large

- Highly visible, senior leadership role offering significant exposure and networking opportunities in the local geography and across the global HBA organization.
- Direct reporting relationship to Chapter President; frequent interaction with various HBA volunteer leaders in the region and with HBA staff.
- Represents functional area in Chapter Board meetings and represents the chapter's perspective and needs to regional COE committees.
- Build and manages a high performing team of volunteers to define and achieve committee specific goals and objectives supporting short and longer term regional goals and functional excellence.
- Is continuously promoting the value of HBA and securing additional volunteers
- *Determines resources needs and size of committee*
- **Time requirements – approximately 4 – 10 hours per month in total**
 - 4-6 hrs per month managing her team
 - 2-4 hrs per month coordinating and aligning activities across the region and with HBA staff
 - 1 -2 hours per quarter in global functional meetings/forums

Key Tasks for Director at Large

- Manages the team (“committee”) of up to 15 depending on regional size
 - Responsible for securing, on-boarding and performance management of committee members
 - Ensures committee members are trained and have access to required tools and templates and compliance with HBA standard operating practices
 - Coaches and mentor's committee members, supporting their professional development
- Manages specific area of responsibility
 - Works with other chapter leaders on planning and prioritization of activities related to her functional area
 - Provides area specific annual plans and objectives, and monthly board reports on performance to Center of Excellence (COE) President and Chapter Operations Director, respectively
 - Works with Chapter Vice President and regional finance team to set and manage the committee budget, if required
- Leads functional area
 - Ensures functional area is represented in relevant COE meetings/conference calls
 - Ensures committee volunteers leverage and adhere to HBA Standard Operating Procedures, and when possible, provide ideas/input for process improvements

Membership responsibilities

- Responsible for growing and maintaining the individual membership of the chapter through prospecting/recruitment, acquisition and retention efforts
- Develops and executes a strategic and tactical plan which outlines membership goals and tactics for the year to include new member goals, retention goals and member satisfaction.
- Works with chapter board to define and get approval for specific member recruitment strategies (in alignment with HBA policies and governance).
- Build robust committee structure and strong committee leaders.
- Responsible for reporting membership status and data to Board.
- Key processes
 - New member orientation program management
 - Scheduling of volunteers for event coverage
 - Membership reporting
- Committees
 - New member orientation
 - Radical Hospitality
 - Lunch and Learns
 - Membership insights and analytics

Volunteering responsibilities

- Responsible for effectively and efficiently managing the utilization of members in mutually beneficial volunteer roles for the chapter which includes:
 - Growing the pool of member volunteers for the chapter through prospecting/recruitment and retention efforts;
 - Encouraging members to participate on committees to build their leadership skills and business acumen
 - Connecting member volunteers with chapter directors and committee chairs
- Oversees implementation of HBA's volunteer recognition and rewards programs and provides ideas for innovation
- Build robust committee structure and strong committee leaders.
- Responsible for reporting volunteer status and data to Chapter Board.
- Key Processes
 - Volunteer capture, screening and placement
 - Requirements gathering from chapter leaders
 - Volunteer recognition nominee reviews, decision making and award delivery
- Committees
 - Placement
 - Tracking
 - Recognition