



## ***Role Description: VP of Membership***

### **Key Accountability:**

This role leads the membership activities of the professional coaching community in the Ohio Valley. Key stakeholders include professional coaches, the media, and the general public. The role leverages creative thinking, proactivity, attention to detail, volunteer resources, and a high standard for quality to be successful.

### **Direct Measures of Success:**

- Membership growth and retention
- Membership Engagement

### **In-Direct Measures of Success:**

- Chapter profitability

### **Time Commitment:**

This role is expected to volunteer an average of 4 hours of time each month to the following activities:

- Chapter board Meeting: 2 hours per month (1 hour meeting, 1 hour pre and post followup)
- Committee Activity, Public engagement: 2 hour per month (1 hour meeting, 1 hour pre and post followup)

### **Qualifications:**

To be a successful volunteer leader in this role, the incumbent must possess:

1. Commitment: Demonstrated commitment to the International Coach Federation, ICF Ohio Valley Charter Chapter, and the advancement of professional coaching in this geography of the United States. The president must hold a credential in good standing from the International Coach Federation (ACC, PCC, or MCC)

2. Volunteer leadership:

- Recruiting: Ability to recruit a diverse group of volunteers from throughout the region to serve on the committee – preferably at least one representative each from Cincinnati, Lexington, and Louisville who have an interest, familiarity, or experience in education programs; ability to

- synthesize talent and fill gaps as needed
- Engagement: Ability to engage volunteers by understanding their unique strengths and passion and then co-creating and delegating opportunities that activate volunteer talent in meaningful activities that advance the mission of the chapter
- Acknowledgement: Ability to acknowledge, recognize and coach the contribution of committee volunteers
- Succession: Ability to identify and develop a successor
- Regional leadership: Ability to lead a diverse group of volunteers from throughout the geographic region

3. Integration with chapter leadership team: Ability to collaborate and co-create with other chapter leaders and chapter virtual assistant

#### 4. Care of Members

- Creating and/or maintain programs that help increase membership retention
- Responds to questions regarding Chapter membership
- Responds to inquiries about becoming a coach
- Encourages members to become engaged with the Chapter through serving on a committee

#### 5. Fiduciary accountability:

- Follow chapter policies and procedures
- Propose, get approved, and manage membership expense budget
- Help sell and fulfill chapter sponsorships

#### **Role desirables:**

- Creativity, critical thinking, and innovation mindset
- Organized planner (ability to think multiple steps ahead)
- Can-do attitude