

## **Position Description**

### **Director, Member Engagement and Marketing**

#### **Purpose:**

*The role of the Director of Member Engagement and Marketing is to actively promote membership with PAVRO to volunteer engagement professionals in Ontario. To lead and assist with programs and services which support strategic goals and/or initiatives as directed by the Chair and Board.*

*PAVRO commits to actively working towards a more equitable, diverse, and inclusive organization. Members of equity-seeking groups, including Black, Indigenous, and people of colour (BIPOC), as well as 2SLGBTQ+ people, and people living with disabilities are encouraged to join the PAVRO Board.*

#### **Responsibilities:**

Under the direction of the President of the Board of Directors, the Director of Member Engagement and Marketing responsibilities include:

1. To develop and execute an annual marketing plan to increase PAVRO's annual paid membership by 5% each fiscal year, including creating metrics on plan performance and reporting to the Board on a regular basis.
2. Implement a prospective member recruitment strategy which includes the onboarding of diverse groups of individuals representative of the cities and communities across Ontario and will align with PAVRO's commitment to equity, diversity, and inclusion.
3. Create and/or revise prospective member information package(s), including materials suitable for distribution in print and electronically; also creating/revising new member information on website.
4. Offer member benefits aligned with like-minded professional organizations (for example, VMPC) with regular dialogue to develop external partnerships.
5. Utilize registration data from PAVRO events, including webinars, conference, networking events, and similar to send member prospecting packages to potential new members.
6. Establish a Member Engagement and Marketing Working Group to assist in executing the marketing plan.
7. Work with the Chair, the Director of Member Professional Development, and the Director of Communications to develop and implement a member engagement and retention program for existing PAVRO members.
8. To work closely with the Chair and PAVRO's Administrative Coordinator (an independent contractor role) to coordinate member renewals including but not

limited to: promoting member benefits in e-Powerline, through e-FYIs, and social media posts, membership renewal letters; and calling lapsed members.

9. Promote the benefits of PAVRO to others in the field of volunteer management.
10. Assist with recruitment, interviews, and keeping track of volunteer hours of volunteers or committee volunteers responsible to the Director of Member Engagement and Marketing.
11. Support and work within the expectations of PAVRO's commitment to anti-racism and anti-oppression.
12. Complete/respond to any/all responsibilities associated with being a Board member including but not limited to: attending, preparing for, and participating in meetings/conferences/AGM/retreats; financial accountability, management of portfolio budget; reports; working with other Directors and independent contractors to promote professional development activities; policies; and recruiting Board/Committee members.

**Experience/Skills Required:**

- Demonstrated experience in marketing, prospecting, and/or sales.
- Passion for volunteerism and volunteer engagement best practices; experience managing or leading a volunteer program considered an asset.
- Experience working with professional associations is considered an asset.
- Strong belief in PAVRO's mission, vision and values; able to articulate them.
- Project management experience is an asset.
- Demonstrated ability to work independently and follow through with assigned projects and responsibilities.
- Commitment to principles of equity, diversity, and inclusion.
- Excellent interpersonal and organizational skills as well as excellent communication skills (written and oral) including public speaking.
- Knowledge of the broader community impacting volunteerism and effective volunteer engagement practices.
- Flexibility and patience

**Terms:**

The Director of Member Engagement and Marketing is elected for a two year term. An average time commitment of 4 hours per week is expected, with additional time

required when a deadline or other special activity occurs. Director is expected to attend all Board meetings, providing updates on the status of the marketing plan, current membership statistics, and the activities of the working group (if active).

### **Code of Conduct**

As Director of Member Engagement and Marketing, I agree to:

- Perform my duties responsibly and impartially to the bylaws as set out by PAVRO in a manner that would bear public scrutiny and support transparency in all decision making.
- Attend all board and/or committee meetings to the best of my ability and notify the respective chair in advance in case of required absence from the meeting.
- Declare any real, apparent, or perceived conflict of interest in matters which may result in financial gain or personal benefit.
- Maintain the confidentiality of any proprietary or privileged information to which I have access, both during and after, in my role on the board or committee. This information may include contracts, financial information, membership lists, documentation and/or any discussions about PAVRO business.
- Consistently speak in the interests of members, volunteers, and independent contractors as they relate to the mission of PAVRO.
- Represent PAVRO values, and exercise reasonable care, good faith, and due diligence in organizational business.
- PAVRO board members and volunteers will speak on behalf of or represent themselves as representing PAVRO only with the express consent of PAVRO.
- Agree to work within the scope of the Vision, Mission and Values of PAVRO.

### **BENEFITS**

- Increasing professional development opportunities for volunteer engagement leaders in Ontario by introducing them to the benefits of membership with PAVRO.
- Opportunity to gain a keen understanding of current happenings in the profession and broader voluntary sector.



- Connecting with new professionals, emerging leaders, and seasoned seniors leaders in the nonprofit and volunteer engagement sectors.
- Having input and impact on the direction of the volunteer engagement profession in Ontario.
- Develop/expand leadership skills, enhance leadership experience, and be part of a team dedicated to excellence and best practices in the engagement of volunteers.
- Reimbursement for travel expenses and long-distance phone charges (as per existing policies).

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