



Bruce Trail Club Volunteer Position Description

Membership Director

Increase and retain membership in the BTC, maintain Club membership records, and provide membership services to Club members.

Essential Elements:

- Read Volunteer Orientation Manual.
- Maintain complete, current files on the membership of the Club. Ensure these records are compatible with the records at the BTC Head Office.
- Contact all new members to welcome them to the Club either with a letter or phone call. Ensure the BTC Head Office has a current letter of welcome to new members with the signature of the Membership Director and/or the President.
- Contact lapsed members to encourage them to renew.
- Recruit new members at public events (e.g. membership booths, Club events, Bruce Trail Day). This responsibility may be shared with Publicity or Public Relations Director.
- Remain knowledgeable on membership benefits, and application/renewing procedures, and be able to explain them to potential and current members.
- Direct difficult issues or questions to Membership Coordinator at BTC Head Office.
- Work with BTC Head Office to develop and implement new strategies for increasing and improving membership.
- Keep member information confidential.

It is helpful to have:

- Good communication skills (in person, on the phone, in writing)
- Good people skills (including friendliness, diplomacy, customer service).
- Good marketing skills
- Good organizational skills (including record keeping)
- Familiarity with computer spreadsheet programs (e.g. MS Excel)