



**Vice President, Membership
Organization of Women in International Trade – Toronto**

Objective	Manage all membership initiatives and administration associated with membership.
Reporting Structure	Reports to the President and Board of Directors. Maintains close working relationships with administrative personnel and VP Finance and VP Communications
Key Accountabilities	<ul style="list-style-type: none"> • New Members/Renewing Members <ul style="list-style-type: none"> ○ Field questions from new/renewing members ○ Welcome new/renewing members and update their profile within the organization. This will include sending a welcome package and updating the membership list, their contact information in the database, their profile on the Member's Only Section • Prospective Members <ul style="list-style-type: none"> ○ Field questions about the organization ○ In timely fashion, follow up with non-members who attend events to convert them to paid members ○ Conduct regular membership drives to solicit new members ○ Manage prospective member inquiries ○ Manage partnerships with other professional organizations to increase the exposure of OWIT and its members ○ Maintain promotional materials for OWIT • Current Members <ul style="list-style-type: none"> ○ Conduct annual member survey on satisfaction, member wants/needs/suggestions with organization and provide strategies and thoughtstarters on how to implement members wishes ○ Keep in touch with members by email to keep them connected with OWIT. This includes advising the Board of member needs and wants and suggesting new member benefits. ○ Follow up with lapsed members to encourage renewals ○ Supply membership and member news to VP Communications for newsletter and web.
Deliverables for each meeting	<ul style="list-style-type: none"> • Updated membership list • Status of renewals • Introduction of new members