

MEMBER ENGAGEMENT DIRECTOR POSITION DESCRIPTION

Member Engagement Director Mission:

Member Engagement Director serves as community builder and leader for Engagement strategy across the region. Engagement is a critical marker when empowering members and leaders across the organization as ambassadors. Engaged members renew membership at a much higher rate and act as our greatest source of new members. Partnering with Member Engagement catalysts and chapter chairs in their region, facilitating best problem-solving and decision-making processes, and identifying opportunities for innovation, Directors look to set expectations and better define Engagement. As a member of the Regional Council, Directors will be responsible for the implementation of the Member Engagement initiatives outlined in the regional action plan.

Directors are selected and directed by their respective Regional Chairs and serve as the liaison between the EO Member Engagement Portfolio and their region. The Member Engagement Director aligns with the EO 4.0 Strategic Vision, their regional council vision, EO's Member Engagement strategy, mission to support members connecting to, accessing, and realizing exceptional membership value.

Qualifications:

- Has an unwavering passion to impact their chapter, region, and EO.
- Experience in Member Engagement
- Community development skills
- Learning Mindset
- Results focused
- Has an "always be engaging" focus
- Is aligned with EO's goals, mission, vision, and values.
- Actively contributes to the region's success

Expectations and Responsibilities:

- Contribute toward defining Engagement related goals with regional Council. Accountable for the success of those measures and budget associated with them in Regional Action Plan
- Discuss the best ways to support chairs, share insights about their region and be informed about Member Engagement updates and incentives to disseminate regionally.
- Lead and support Member Engagement Catalysts team in monthly connections, supporting Chapter Chairs, and helping team to learn and grow in their own roles
 - Support catalysts in setting and achieving their yearly goals
 - Providing proven best practices to Member Engagement chairs.
 - Identifying and coaching toward solutions for challenges and roadblocks
- Partner with Multi Functional Directors on the Regional Council and Regional EO Team to align efforts toward elevated engagement
- Attend chapter, global, or regional events as needed.
- Individual communication with local engagement chairs as needed or in concert with the regional council, Member Engagement Team Members, and staff.
- Connect with other Regional Member Engagement Directors regularly

Term and time commitment:

The term for a Director is one fiscal year with the opportunity to reapply for a second year.

Applying and accepting a PoL role may require that you choose between the PoL role and being an EO trainer or facilitator. **Per EO's Conflict of Interest Policy, Tier 2 member leaders will be reviewed on a case-by-case basis to determine potential conflict of interests under the policy.** For questions, please contact pol@eonetw.org.

