

**JOB DESCRIPTION  
PROVIDER/MEMBER ENGAGEMENT COMMITTEE**

**General Description:**

The membership chair coordinates chapter membership administration, recruitment, retention, and reinstatement activities, and chairs the membership committee. The individual serves with other chapter officers and chairs to plan and administer the chapter's membership plan and serves as the liaison to the National HFMA marketing team.

**Term:**

One Year

**Time Commitment:**

90 hours/year average or 7.5 hours/month average

**Goals, Objectives, and Responsibilities:**

- Develop understanding of marketing materials, membership activity and chapter roster information available on the National HFMA website to carry out the following goals, objectives, and responsibilities.
- Develops the chapter's annual membership recruitment and retention plan, including activities that support the chapter growth and retention goals.
- Chairs the membership committee with the goal of achieving the tasks set forth in the strategic plan.
- Oversees implementation of the membership marketing plan, including communications to prospective members, securing prospective member lists, and obtaining promotional materials from National HFMA for use in telephone campaigns and chapter mailings.
- Serves as main contact for membership reports and marketing information from National HFMA and uses this information in member recruitment, reinstatement and retention efforts.
- Provide membership reports for each quarterly board meeting as well as semi-annually at the conference business luncheon.
- Serves as main liaison to National HFMA, including providing updated member information such as changes in job, address or other status for maintenance of HFMA database.
- Develop and maintain process to identify new members through the educational sessions and chapter communications. Contact each potential candidate at least once during the year for possible membership.



## montana chapter

- Develop and maintain process to reinstate lapsed members. Contact each lapsed member at least once during the year for possible renewal.
- Develop a year-end summary of activities and objectives for the current year.