



Toronto Triathlon Club Board Description of Role of Membership Director

The Membership Director is responsible for engaging the membership and promoting a positive club experience and connecting the club with its members.

Term: Two years

The role is elected at the Annual General Meeting

Primary Duties

- Ensures a smooth integration for new members into the club.
- Creation of a strategic membership development plan to increase engagement and participation in club activities
- Plays a key role in the Membership Drive that is held annually for new and returning members
- Contributes to the content of the TTC website, eblast, social media and other internal events promotion relative to membership along with Events Marketing Coordinator.
- Coordinates community member volunteering activities
- Mentorship program facilitation
- Membership Survey facilitation

Time Commitment

Throughout the year, the time commitment is estimated to be 10-15 hours per month.

Additional Expectations

- Attend Board meetings as per the Club Bylaws
- Contribute to any other board initiatives and communications in a timely manner, including responding to emails regarding Board business
- Support other Board Members in completing their tasks
- Participate in TTC social media discussions as appropriate
- Attend Club events & races to represent the Board
- Goal should be to attend 1-2 club events/races per month throughout the year