

Job Description: Recruitment/Retention Secretary

*From the Constitution and By-Laws:*

- 1. The Recruitment/Retention Secretary shall be responsible for designing and implementing programs to increase the membership of the Society. He or she will also maintain records of the results of any such programs.*
- 2. The Recruitment/Retention Secretary shall design and implement measures to recoup any losses of membership, including individually contacting in some way those whose membership has lapsed. He or she will also maintain records of the results of any such programs*

Operationally, the role is to retain the current members of IPMS/USA and to recruit new ones via the following activities:

- Oversee the production of promotional materials used in recruiting.
- Interface with local chapters to provide them with promotional material.
- Gather feedback from membership concerning what is desired by the organization and provide actionable information to the EBoard.
- Advertise and promote membership during local, regional and national events, both IPMS/USA sponsored, and wherever similarly applicable, hobby-related or adjacent.
- Promote existing and new benefits of membership as they are added such as the YouTube channel, availability of old publications, etc.
- Assist other officers on projects that will be of benefit in attracting new members. (i.e. promoting IPMS via social media outreach, etc.)