

VP MEMBERSHIP

The goal of the VP Membership Experience is to strengthen and broaden the membership base of PWN Paris, develop and maintain the sense of belonging of PWN Paris members community and understand members needs to identify new tracks of actions for PWN Paris.

Duties and responsibilities include:

1. *Understand membership drivers and define PWN Paris related strategy :*

- Define and develop overall membership strategy including recruitment, integration, retention and development of members (individual and corporate);
 - o For Acquisition: Develop omnichannel acquisition campaign content and planning biannually (September and January) in close collaboration with the VP Communication.
 - o For Retention: Orchestrate an annual special event focused on team-building for volunteers and delivering an exceptional experience for members in terms of content and value. Foster connections with brands and retailers keen on participating in co-marketing initiatives with the Network.
- Work in close collaboration with all VPs and more particularly with the VP Corporate Partnerships and the VP Marketing & Communication.
- Collaborate with other VPs to leverage the new joiners demands and adapt if necessary, PWN offers;
- Identify new audiences or targeted groups and define relevant programs to attract and retain them.

2. *Implement specific deliverables to mobilise PWN membership.*

- Organise **6 networking event a year** (Welcome Cocktail) for new and prospective members to present the network and facilitate integration.
- Measure membership satisfaction (e.g. via an annual survey) and propose actions to the board and other VPs to address insights of the survey (target groups, interest areas, expectations...);
- Better understand the membership base through statistics to adapt PWN offers and messages.

3. *Manage relations with PWN Paris members and other PWN Chapters peers*

- Manage the membership applications and be the interface on a daily basis with members or prospective ones having questions, issues...;
- Recruit and lead the Membership Team;
- Ensure coordination on Membership matters with the Federation and other chapters' Membership VPs.
- Maintenance of PWN Paris Volunteers Chat: Ensure that the VPs keep the volunteer group updated by adding and removing members as needed. Enable all VPs as administrators of the group.

Skills required:

- Strategic, analytical and synthesis skills;
- Presentation, audience understanding, networking communications;
- Team and project management.

Time Commitment: an average half a day per week plus attendance at Board meetings and selected events and Welcome cocktails and/or onboarding webinars, organized on a regular basis (monthly or every 6 weeks) + 2 Strategic days.