



## **MEMBER RETENTION ENGAGEMENT VOLUNTEER (DIGITAL)**

### **Purpose**

*Support all of our members, ensuring engagement of existing members value, and growth through WIN's digital platforms by way of renewal and retention. Work with all committees, monitoring all activity through the lens of our members to guarantee they are represented as we fulfill our promise to drive toward our vision and mission of gender equality within the pharmaceutical industry.*

### **Volunteer Title**

*Member Retention Engagement Volunteer*

### **Location**

*Work will be managed remotely. Attendance at trade events is optional.*

### **Key Responsibilities**

- *Supports digital engagement campaigns which could include LI or Facebook messaging*
- *Assist in developing and implementing member retention and renewal digital campaigns*
- *Communicate membership value and benefits to current members via our website and building email communications workflows*
- *Engage members in recruitment and retention*
- *Participate & Represent in WIN conferences and events as available (virtual and in person)*
- *Supports onboarding of new members and membership renewals*

### **Reports to**

*Engagement Committee Co-Chairs*

### **Length of Appointment**

*2-year term*

### **Time Commitment**

*Approximately 4-5 hours/month*

### **Qualifications**

- *A passion for improving gender equality in nutraceuticals and beyond*
- *A desire to make the world better for future leaders*
- *Strong sense of urgency in communication*
- *Enjoys people*

### **Support Provided**

*The Engagement Committee, other committees, and WIN Exe. Dir. are available for support.*