

NorCal Business Marketing Association



Position Description and Role Requirements

VP of Membership + Professional Development

Desired Experience + Characteristics:

- Previous experience in a volunteer organization, preferably the BMA
- Sales and marketing experience
- Excellent communication and presentation skills
- Self-starter, highly motivated
- Proficiency with using LinkedIn

Goals of the Position

- Build awareness and grow membership for the BMA NorCal Chapter
- Help retain current members by communicating our value proposition
- Drive attendance to monthly events to attract new members
- Weekly reporting of membership statistics
- Collaboration with board members to build and improve the NorCal Chapter
- Resolve issues for current members and onboard new members

Requirements:

- Must be an active NorCal BMA member (\$300 annual fee)
- Attend monthly board meetings (2 hours, either in person or via WebEx when in-person not possible) typically the first Tuesday of a month
- Attend monthly events (roughly 10 times/year, 2.5 hours per event)
- 4-5 hours per week of direct outreach to potential members

Benefits:

- Opportunity to network and learn from Silicon Valley marketing leaders
- Free admission to NorCal BMA monthly events
- ½ price conference pass to the annual BMA national convention (\$555 savings)
- Professional development and experience with the BMA, the leading professional organization focusing solely on B2B marketers
- Recognition as a marketing leader in Silicon Valley