



## **AIGA Dallas Director of Membership & Community**

*Minimum Tenure: 2 years*

*Maximum Tenure: 4 years*

### **Role Purpose**

The Director of Membership & Community is responsible for growing, supporting, and engaging the AIGA Dallas membership and broader creative community. This role focuses on strengthening the value of membership, increasing retention and recruitment, and ensuring members feel welcomed, connected, and represented.

This position plays a key role in shaping how members experience AIGA Dallas—from onboarding through ongoing engagement.

---

### **Core Responsibilities**

- Develop and execute strategies to increase and sustain membership growth
- Promote and clearly communicate the value of AIGA Dallas membership to current and prospective members
- Educate board members, directors, and program chairs on how to speak about and support membership value
- Maintain and manage the membership list, including tracking statistics and trends
- Generate, analyze, and present monthly membership reports to the board
- Create and distribute welcome materials for new members across membership tiers
- Proactively reach out to lapsed members to gather feedback and encourage renewal
- Stay informed about AIGA National benefits and help translate them into meaningful local value
- Develop and oversee members-only initiatives, perks, and programming
- Highlight and celebrate local AIGA Dallas members throughout the year
- Conduct an annual membership survey and report insights and recommendations to the board
- Collaborate with program chairs to ensure events and initiatives include member perks or benefits when possible
- Research, propose, and present new ideas to expand community reach and audience engagement
- Attend at least 50% of AIGA Dallas events and one board meeting per month

## Collaboration & Reporting

- Reports to the Chapter President
  - Works closely with:
    - Program Chairs
    - Marketing & Communications Director
    - Sponsorship / Partnerships leads
  - Serves as a liaison between members and board leadership
- 

## Time Commitment

- Estimated 5–8 hours per month
  - Additional time may be required around major events or initiatives
  - Some evening and weekend availability expected for events
- 

## Skills & Traits

- Strong project management and organizational skills
  - Ability to manage multiple initiatives and follow up consistently
  - Experience coordinating or supporting events with many moving parts
  - Excellent written and verbal communication skills
  - Comfortable working remotely; self-motivated and collaborative
  - Digital-first mindset and familiarity with online collaboration tools
  - Demonstrates **cross-cultural literacy** and inclusive leadership
- 

## Measures of Success

- Growth in membership and improved retention rates
- Increased engagement from current members
- Positive onboarding experience for new members
- Actionable insights gathered from surveys and member feedback
- Clear, consistent reporting to the board



---

## **Commitment to Inclusion**

AIGA Dallas is committed to creating an inclusive, accessible, and welcoming community. This role actively supports equity, representation, and engagement across the diverse creative community we serve.

---

## **Why This Role Matters**

The Director of Membership & Community is central to the health and sustainability of AIGA Dallas. This role helps ensure members feel connected, valued, and inspired—strengthening both the organization and the creative community it serves.