

The Professional Speaking Association UK & I

Membership Director



Could you be our next Membership Director?

Our current incumbent, Michelle Mills Porter, will soon be stepping up into the role of National President. This presents a new and exciting opportunity for an individual to join the Board and continue to build and support our membership.

The Membership Director acts as a link between members across all levels of membership and the Board of Directors. They listen to any ideas, views or concerns of Associates, Professional Members and Fellows and take them to the Board to ensure members' interests are at the forefront of all decisions made by the Board.

About You

You are already a huge advocate of the PSA, possess an understanding of the benefits of membership and actively promote our values of Respect, Excellence and Connection.

You possess emotional intelligence and strong people skills, and you are happy to engage with our members at all levels to promote the benefits of membership, as well as expand our member benefits portfolio.

You are creative and able to think of innovative ways to strengthen the PSA experience for our members while being highly organised and strategic in your approach.

You're also able to work as a team and be able to support other Board members in creating a supportive and educational experience for all members of the PSA.

We accept applications from all levels of our membership. The PSA is committed to continuing to make diversity, equity, and inclusion part of everything we do. We welcome applications from all interested parties, and all qualified parties will receive consideration without regard to sex, gender (identity or expression), age, race, disability, religion, sexual orientation, pregnancy or marital status.

The Role

This is a voluntary role and some of the key responsibilities include:

- Establish a dedicated membership team responsible for engaging with visitors and direct applicants, answering questions, and providing personalised guidance throughout the membership application process.
- Partner with other organisations, industry influencers, and event organisers to cross-promote events and attract a wider audience.
- Encourage existing members to invite guests to events by implementing a member referral program that offers rewards or benefits for successful referrals.
- Review and streamline the membership application process, making it user-friendly and accessible and ensuring potential members have all the information they need to make an informed decision.
- Implement a follow-up communication strategy for event visitors and direct applicants, including personalised emails, phone calls, or text messages, to maintain engagement and encourage membership conversion.
- Develop a comprehensive onboarding experience for new members, including a welcome package, access to key resources, and introductions to relevant regional and national events.
- Continuously review and improve the value proposition of membership for each tier to ensure that it aligns with the needs and expectations of members at all stages of their speaking careers. Communicate these benefits clearly and regularly to demonstrate the value of membership.
- Monitor members who may feel disenfranchised or stuck, offering targeted support and guidance to help them overcome obstacles and re-engage with the Association.
- Contribute, as a Board member, to the running and governance of the Association.

How to Apply

In the first instance, please complete the application form by selecting <https://thepsa.co.uk/membership-director-2024/> and tell us why you are right for the role.

Successful candidates will attend a (usually virtual) panel interview and a follow-up conversation with the Chair before a decision is made. The dates for the interview(s) will be published once applications close.

Please let us know if you require any reasonable adjustments or support with any part of the application or interview process.