



4. Membership

Role:

To promote the growth of the Gauteng Branch by understanding the members and their needs. Provide assistance to new members and existing members.

Duties

- Existing members
 - Understanding our members and their needs in order to best meet these needs, ensuring our Branch remains relevant and beneficial to our members.
 - Members birthdays (in collaboration with Communications)
- New members
 - Assisting new members to find their feet and maximising their benefit from joining the Association.
 - Send welcome email (explain who we are and how we operate), invitation to join FB page, send invite to first branch meeting
- Membership retention
 - Connect with members who don't renew. Find out why and what could we improve on.
- Membership growth
 - Digital awareness on IAIAsa and its benefits e.g. poster on why join IAIAsa Gauteng/IAIAsa (in collaboration with Marketing)