



## Lead – Memberships

We are seeking a results-oriented individual to lead our membership sustainability and growth initiatives. As a member of the Management Committee, this important volunteer role will help drive U3A's success by attracting and retaining a diverse and engaged membership base. The Lead - Memberships will be responsible for contributing to the development and implementation of strategies to increase membership numbers and foster a welcoming and supportive community for all members.

### **Key Responsibilities:**

**With support from the Management Committee, lead the development and implementation of membership growth strategies such as:**

- Develop targeted membership campaigns across various channels (e.g., social media, email, print, events).
- Collaborate with community organizations like Lions, Rotary, Probus, Cota, Men's Shed, Retirement Villages, and culturally diverse groups to promote membership.
- Explore opportunities for regular features in Senior's publications, local area newspapers, and flyers in public venues.
- Identify and implement member incentives to encourage new sign-ups and renewals.
- Assist in monitoring and evaluating the effectiveness of member incentives.
- Work closely with the 'Lead – Classes and Tutors' and Management Committee to ensure alignment and support for membership initiatives.

### **Experience:**

- Desire to contribute to the ongoing success and viability of U3A Brisbane.
- Some understanding of membership strategies and management, while not mandatory, may be beneficial.
- Strong communication and interpersonal skills.
- Ability to work independently and as part of the Management Committee and Executive team.
- Passion for U3A's mission and values.

**To Apply:** Please submit a short cover letter outlining any responsibilities or experience that you would bring to this role to [secretary@u3abrisbane.org.au](mailto:secretary@u3abrisbane.org.au) by 26 Feb 2025