



Job Title	Chief Membership and Volunteer Engagement Officer
Reports To	Chief Executive Officer
FLSA Status	Exempt
Approval Date	1/2025

The **Chief Membership and Volunteer Engagement Officer (CMVEO)** plays a transformative role in shaping the future of Sigma Nursing, a century-old organization dedicated to advancing global nursing excellence. This position represents an extraordinary opportunity to lead strategies that deepen connections with Sigma’s global community, enhance member satisfaction, and drive long-term growth and engagement.

As a strategic leader and member of the executive team, the CMVEO will design and implement innovative strategies to attract, retain, and engage members. Through a focus on building relationships, creating value, and fostering community, this role will be instrumental in fueling Sigma’s mission and positioning it as the premier global organization for nursing professionals.

Key Responsibilities

Strategic Leadership

- **Lead with Vision:** Develop and implement a bold membership and engagement strategy that aligns with Sigma’s mission and goals, ensuring relevance and sustainability for the next century.
- **Guide with Expertise:** Advise the CEO and executive team on membership and engagement initiatives, bringing innovative and data-driven solutions to the table.
- **Adapt to Member Needs:** Stay attuned to global trends, member feedback, and the evolving needs of nursing professionals to refine Sigma’s offerings.
- **Unify Efforts:** Ensure alignment between membership goals and the organization’s broader strategic plan, fostering collaboration across all departments.

Membership Acquisition and Retention

- **Drive Growth:** Design and execute targeted campaigns to attract a diverse, global membership base.
- **Foster Loyalty:** Leverage analytics to identify key drivers of retention, developing programs that strengthen member connections and ensure long-term loyalty.

- **Enhance Value:** Create tiered membership options, benefits, and pricing models that deliver clear and compelling value to members.
- **Expand Reach:** Identify and pursue opportunities to grow membership in new markets and underrepresented regions.

Member Engagement and Satisfaction

- **Elevate Engagement:** Develop and oversee programs that deepen member involvement, creating a sense of community and shared purpose among members.
- **Enhance Experiences:** Collaborate with internal teams to deliver seamless, impactful member experiences that align with Sigma's commitment to excellence.
- **Listen and Improve:** Regularly collect and act on member feedback to enhance programs, services, and overall satisfaction.
- **Celebrate Members:** Build initiatives that recognize and honor members' contributions to the nursing profession and Sigma's mission.

Team Leadership and Collaboration

- **Lead with Inspiration:** Build, mentor, and guide a high-performing team dedicated to achieving membership and engagement goals.
- **Foster Innovation:** Cultivate a culture of creativity, accountability, and collaboration within the membership and engagement team.
- **Partner Across Functions:** Work closely with marketing, education, and program teams to deliver unified strategies and initiatives that enhance member value.
- **Champion Diversity:** Ensure membership and engagement efforts reflect Sigma's global reach and commitment to diversity, equity, inclusion, and belonging.

Reporting and Accountability

- **Measure Impact:** Define and track key performance indicators (KPIs) for membership growth, retention, and engagement.
- **Share Results:** Provide transparent, actionable updates to the CEO and board on membership and engagement performance.
- **Plan Strategically:** Develop budgets and forecasts that support Sigma's goals and ensure financial sustainability.

Qualifications

Education

- Bachelor's degree in business, marketing, or a related field; advanced degree (MBA or equivalent) preferred.
- Certified Association Executive (CAE) designation preferred.

Experience

- Minimum of 7 years of senior leadership experience in membership and engagement roles, ideally within non-profit associations or professional organizations.
- Demonstrated success in driving membership growth, retention, and engagement.

Skills and Expertise

- Visionary leadership with a passion for advancing mission-driven organizations.
- Exceptional strategic planning and analytical skills, with a track record of using data to drive decisions and measure success.
- Expertise in developing and executing membership and engagement programs that deliver measurable results.
- Strong business acumen and familiarity with financial metrics related to membership and engagement.
- Outstanding written, verbal, and interpersonal communication skills.
- Proven ability to manage complex projects and priorities in a collaborative, fast-paced environment.

Why Join Sigma Nursing?

As the Chief Membership and Volunteer Engagement Officer, you will have the unique opportunity to shape the future of a global organization that has been at the forefront of advancing nursing excellence for over 100 years. This role allows you to honor Sigma's rich legacy while leading efforts to create a vibrant, inclusive, and engaged community of nursing professionals. Join us in empowering nurses worldwide to connect, grow, and lead, building a healthier world together.