

# UNLV Alumni Association

## Membership Ambassador Job Description

**Title:** Membership Ambassador

**Membership Marketing Committee:** The Membership Marketing Committee is charged with driving membership into the UNLV Alumni Association. This committee recruits members into the alumni association by identifying and locating all former students, parents of, and friends of the university. It evaluates and enhances membership dues, privileges, and benefits. It also builds a strong and active alumni association. All volunteers welcome

**Lead Staff:** Associate Director for Membership Marketing

**Time Commitment:** Attend a minimum of three events per year and facilitate the acquisition and/or upgrade of 5 new annual members per year and one new lifetime member per year.

**Qualifications:** Knowledge of the mission of the UNLV AA; knowledge and use of UNLV AA membership benefits; must be an Active member of the Alumni Association; friendly, outgoing personality; ability to interact with diverse constituents.

**Role of the Ambassador:** The Membership Ambassador plays an integral role in facilitating the stewardship and acquisition of new members. Through various Alumni Association events, the Membership Ambassador serves as a valuable resource to potential and existing members. The Membership Ambassador is knowledgeable and experienced in defining and activating membership benefits.

### Major Responsibilities

- Attend Alumni Association events
- Network and socialize with members and potential members with the primary focus being the promotion of the UNLV AA.
- Steward potential members by explaining the benefits of membership and how one can activate his/her membership.
- Promotes the value of lifetime member status to current members and potential members.
- Utilizes appropriate, ethical tactics for membership solicitation.

### Activities

- Serves as a "greeter" at Alumni Association events.
- Speaks at events such as Student Alumni Association, Career Day, and Orientation.
- Provides a brief recap to the Associate Director following events.
- Assists in planning membership events as time permits.

### Benefits

- Play an active role in the life of UNLV within a small time commitment.
- Opportunity to contribute to and shape your membership within the UNLV AA.
- Opportunity to mentor and recruit new members into the UNLV AA.
- Service to UNLV and the UNLV AA