



## **VP MEMBERSHIP EXPERIENCE & NETWORK DEVELOPMENT**

### ROLE DESCRIPTION

The VP MEMBERSHIP EXPERIENCE & NETWORK SUSTAINABILITY oversees Membership Experience, City Network Sustainability, and developing New City Networks

The specific activities outlined below are in addition to assuming the duties and responsibilities of all Board Members.

### DUTIES and RESPONSIBILITIES:

#### ***Membership Experience***

- Champions opportunities to consistently improve the PWN Global member experience.
- Maps the member journey and identify opportunities to proactively intervene on the member's behalf.
- Drives member retention, reduce churn, and increase member satisfaction.
- Develops listening points in the member journey, define segmentation of member base and varying strategies, and identify opportunities for continuous improvement.
- Tests new strategies for driving member value.
- Holds quarterly calls with the VPs Membership in the local city networks and share best practices.
- Continually reviews and evolves the collection of processes that PWN Global uses to track, oversee and organize every interaction between the member and PWN Global throughout the lifecycle.
- Develops metrics for success: to be agreed but possible metrics could include:
  - Net Promoter Score (NPS)
  - Member Satisfaction (CSAT)
  - Member Retention

#### ***Network Sustainability***

- Responsible for helping existing networks to become more sustainable, helping them to expand and grow.
- Develops and expands relationships with the existing City Networks and makes recommendations to the Board in respect of policies that would assist networks, as regards the exchange of best practice, clarity and transparency of process, platform support and effective governance structures
- Recruits and leads a winning team of volunteers to create a network sustainability strategy, with the mindset to empower City Networks and act as champions for PWN Global

- Liaises with City Networks Presidents to ensure that they have access to Global content, information and networks, and oversight of their boards' engagement with Global
- Supports the exchange of best practice between City Networks
- Welcomes newly elected CN Presidents and presents the strategy of PWN Global
- Liaises with the PWN Global Godmothers to provide support to struggling networks
- Make recommendations to the Board for improvements in support to city networks

### ***New Networks***

- Develops and deliver son the New Networks strategy, with the mindset to empower City Networks and act as champions for PWN Global
- Makes recommendations to the Board in respect of go/no-go decisions re new networks.
- Oversees start-up of new networks and provide support for launch
- Corresponds with groups and individuals interested in forming new City Networks
- Disseminates promotional and other relevant materials aimed at presenting PWN Global
- Arranges calls with individuals and groups interested in launching in their geography
- Inform Board Members of formation and progress of new City Networks
- Ensure that copies of all corporate documents are signed and collected, in liaison with the Secretary General

### **REQUIRED SKILLS and QUALIFICATIONS:**

- Experience in, and a passion for Relationship Management and the progress of women in business.
- Strong sales and analytical skills, as well as relationship management abilities.
- Demonstrated management capabilities in a multicultural and non-remunerated environment.
- Good understanding of PWN Global, its mission and values.
- Track record of collaboration, openness, and sharing of knowledge as well as effective delegation.
- Fluency in written and spoken English, ideally in addition to other languages.
- A Bachelor's degree and preferably a Master's Degree,
- Speaks, writes and presents clearly and effectively; solicits input from others on all Board Meetings, Annual General Meetings etc.
- Minimum of 18 months of PWN Global network membership or significant experience at the local level and other board experience if membership is less than this. Supporting references from the local network leaders are required.

Time Commitment: **Approx. 3-5 hours per week** (variable and dependent on creation of a support team).

### **IDEAL BACKGROUND / EXPERIENCE:**

- A minimum of 6 years of progressively responsible business experience, preferably in an international environment. Experience in as many of the following fields as possible: human resource management, law, sales, finance/budgeting, technology or related areas.
- Ideally having served as a City Network President, a Board Member at the Federation level, on a Non-Profit Board, or on Corporate Board managing external relations.
- Experience in negotiation, contract management and/or relationship management.

- Excellent interpersonal skills, with a sense of diplomacy and collaborative leadership.
- Working across cultures and fluency in written and spoken English in required in addition to other languages is ideal.

**BENEFITS:**

- Access to an international network of great professional women
- Bring your own ideas and innovate
- Develop professionally and learn from your peers