Membership Management

In establishing a system for Membership management we would suggest you work from the Professional membership down to the university and even high-school level.

This will ensure more responsible, competent members are put into key roles before you approach universities to set up student membership.

Engineers Without Borders National Associations tend to have a multi-tiered beneficiary structure.

The EWB National Association supports their members to become socially responsible in the built environment in order to create sustainable solutions to benefit the general communities and drive progress within their nations in terms of the UN's Sustainable Development Goals.

**Professional Members.**

Below are a list of sectors in which professional members could be placed arranged from most critical to least critical. The process for filling these core positions should be as follows.

Board as elected annually.

Executive roles should be recruited by the board of directors.

Managerial roles should be recruited by the executive members.

All other roles should be recruited by the Human resource manager and their respective team based on the organisations needs.

**Board of Directors**

These are your key competent individuals which were established in the start-up guide. These individuals often selected for their expertise in law, business, marketing, fundraising, etc. The board of directors are often volunteers in a non-profit and as such do not receive compensation.

**Key board positions:**

- Chairperson/ President
- Vice-chairperson/ Vice-president
- Treasurer
- Secretary

**Responsibilities**

- Set Rules and Regulations
- Oversee Financing
- Strategic Planning
- Hiring of executive staff
- Overall mission and vision of the organisation.
- Attend quarterly board meetings
- Attend the annual general meeting which should be held within 6 months from the closing date of the financial year
- Attend extraordinary general meetings to deal with urgent matters for the organisation.
Executive Staff/Members

These individuals are responsible for the day to day operations of the organisation. They are supervised by the board of directors and oversee lower-level staff/volunteer positions. These individuals are the face of the organisation in their own capacities and are expected to speak at relevant industry events and secure funding and partnerships where they may prove beneficial to the organisation. Executive staff can be elected to the board by the board of directors.

Often the CFO and COO roles can be combined into a CFOO position.

Key executive positions:

- **Chief Executive Officer**
  - Responsibilities:
    - Communicating on behalf of the organisation with shareholders, government entities and the general public
    - Driving the organisation's development towards the organisation's short and long term goals aligned to the mission and vision.
    - Evaluating and managing other executive staff’s work including directors.
    - Keeping up to date of industry developments and adapting the organisation's strategies accordingly.
    - Risk assessment and mitigation
    - Setting strategic measurable and well expressed goals.

- **Chief Operating Officer**
  - Responsibilities:
    - Ensures the organisation has effective operational and financial systems in place.
    - Driving strategies which improve the organisation's operating abilities.
    - Assessing and implementing new procedures, processes and technologies and coordinating persons in positions of management to implement the improvement.
    - Monitoring and creating in depth performance reviews for different facets of the organisation.
    - Provide reporting to the CEO
    - Provide operational strategic recommendations to the CEO

- **Chief Financial Officer**
  - Responsibilities:
    - Management of organisations finances
    - Financial planning and forecasting
    - Financial risk management and mitigation
    - Management of financial and accounting staff
    - Driving strategies which improve financial efficiencies and funding
    - Developing and managing relationships with stakeholders.
    - Overseeing preparation of financial reporting
    - Provide reporting to the CEO
    - Provide financial strategic recommendations to the CEO

- **Chief Marketing Officer**
  - Responsibilities:
    - Management of organisations marketing strategies
    - Set marketing goals
- Drive strategies which improve marketing and overall growth of the organisation.
- Management of marketing staff
- Maintain marketing budget
- Create and manage content marketing strategies.
- Provide reporting to the CEO
- Provide marketing strategic recommendations to the CEO

Managerial Staff/Members
These individuals are responsible for managing members and volunteers within the scope of specific facets of the organisation. They are managed by and are responsible for delegating and ultimately executing the strategic objectives set by the executive staff.

Key Managerial Positions:

- **Program Manager**
  - Responsibilities:
    - Oversees all Project Managers.
    - Responsible for reporting on all projects run in the organisation.
    - Reports to the COO

- **Technical Manager**
  - Responsibilities:
    - Oversees all technical staff
    - Responsible for the implementation and adaptation to any new technologies in the organisation.
    - Reports to the COO

- **Human Resource Manager**
  - Responsibilities:
    - Ensures individuals are placed in positions of growth and provides reporting on performance.
    - Responsible for the development and upskilling of members.
    - Manages complaints and commendations and oversees their resolution
    - Reports to the COO

- **Fundraising Manager**
  - Responsibilities:
    - Oversees all fund raising staff and members
    - Responsible for implementing and executing fundraising strategies.
    - Reports to the CFO

- **Corporate Manager**
  - Responsibilities:
    - Oversees all corporate and sponsorship relationships.
    - Responsible for implementing and executing strategies for developing relationships with corporate partners and sponsors.
    - Reports to the CFO

- **Community Manager**
  - Responsibilities:
    - Oversees all marketing activities from social media to events and content creation.
- Responsible for implementing and executing marketing strategies for the organisation.
- Reports to the CMO and CFO
- Events Manager
  - Responsibilities:
    - Oversees all organisational event both internal and external.
    - Responsible for managing and hosting events for the organisation
    - Reports to CMO

### University Student Members

University student members can join an EWB National Association in the form of University/College Chapters.

It is recommended all University/College Chapters appoint a Senior Faculty Advisor to guide the chapter.

The Faculty Advisor will be responsible for guiding activities and projects and serves the chapter as a mentor.

A process of application for forming a University/College Chapter should be followed where a minimum of 4 interested individuals in addition to the University/College Faculty Advisor are available to fill the key university committee roles.

- Senior Faculty Advisor
- Chairman
- Vice-chairman
- Treasurer
- Secretary

All proposed projects should be submitted to the program manager or the equivalent for approval.

University/College Chapters can include members from School or Regional Chapters comprised of members at the secondary education level.

### High-School Members

School student members can join an EWB National Association in the form of School or Regional Chapters. Regional Chapters are formed when several collocated schools wish to partner with one University/College Chapter.

It is recommended all School/Regional Chapters appoint a senior teacher/school faculty member to liaise with University chapters and guide the school or regional chapter.

The senior faculty member will be responsible for guiding the chapters participation in the activities and projects working alongside local University/College Chapters.

A process of application for forming a School/Regional Chapter should be followed where a minimum of 4 interested individuals in addition to the Senior faculty member are available to fill the key university committee roles. Applications should be submitted to the University/College Chapter Committee for review.
• Senior faculty member
• Chairman
• Vice-chairman
• Treasurer
• Secretary