

## **Member Experience Director**

### **Official Job Description:**

The Member Experience Director implements strategies to enhance the EO experience for members, prospective members and other stakeholders in the entrepreneurial ecosystem that are aligned with the region's annual execution plan and the organization's strategic priorities. Their focus is on enhancing member engagement within EO and greater awareness and recognition for EO within the broader entrepreneurial ecosystem. This Director achieves this by leveraging the Communications experts, External Relationships expert and Strategic Alliances expert in their region. The MED reports to the Regional Council Chair, liaises with the Global Communications Committee, Strategic Alliances Committee and the External Relations Subcommittee, seeks guidance and communicates regularly with the Area Directors, Growth Director and Products Director and suggests the deployment of experts to committees, chapters and staff as subject matter experts.

### **Responsibilities:**

- Serve as a strategic lead within their region in coordinating activities between the region and the Global Communications Committee, External Relations Subcommittee and Strategic Alliances Committee
- Understand Global Committee priorities (i.e. GCC, ERSC and SAC) and identify where the regions can contribute and take advantage of available resources (both content and financial)
- Advise Regional Council/Regional Director and set SMART goals for region
- Contribute to the development and achievement of regional priorities
- Present strategies to action network (Experts or ADs) for implementation
- Provide guidance and support to:
  - Communications Experts to ensure that members are engaged and informed, and to ensure that the EO brand name is well communicated and branded in local and regional communities
  - External Engagement Experts to support regional and local mutually-beneficial relationships with third party organizations
  - Strategic Alliance Experts to identify and promote partnerships locally and regionally

### **Time Commitment (Calls and Meetings)**

- Monthly Regional Council calls
- Monthly MED calls
- Monthly/bi-monthly Committee calls (30 minutes each)
- Quarterly calls with Experts
  - Samepage check-in on a regular basis
- GLC (April 2018)
- Presidents' Meeting (January/February 2019)