



## Terms of Reference for the Membership Development Board

### Purpose

The Society provides its wider charitable benefits to all. Within this, the development of benefits to members is an important part of its programme of work. The Membership Development Board shall be responsible for developing and keeping under review the delivery of the Society's strategy relating to membership.

The Board aims to ensure that the Society is focusing on those aspects that will grow and develop the membership base, ensure that they are fully engaged with the work of the Society, and that the Society is maximizing its opportunities to deliver its charitable objectives. The Board will report directly to the Council.

### Specific responsibilities include

- Ensuring that the membership categories continue to be appropriate for the work of the Society.
- A regular review of membership benefits by category.
- Overseeing the introduction of changes to these benefits to maximise membership benefit and engagement.
- A regular review of the Society's marketing and communications programme.
- Ensuring activities are in place to help retain and grow membership, in line with the Strategic Plan targets.
- Liaison with the Professional Accreditation Board.

### Membership

The Board will be chaired by the General Secretary of the Society, or an alternate appointed by Council as appropriate. The membership shall normally be appointed for a period of three years by consultation between the Chair of the Board and the Chief Executive of the Society.

The Board shall normally include individuals to reflect the diverse membership and stakeholder community of the Society. The Board will send a representative to meetings of the Professional Accreditation Board and shall invite the Chair of the Professional Accreditation Board to send a representative to Membership Development Board meetings.

### Schedule of Meetings

The Board will normally meet twice a year and additionally if required.

I have read and understand my responsibilities as a member of the Membership Development Board.

Name .....

Signed .....