



## **The WICT Network: Rocky Mountain Chair, Membership Data Analyst**

The Membership Analyst supports the Membership Committee by providing data-driven insights into member engagement, event participation, and renewal trends. This role is responsible for maintaining accurate membership data, identifying patterns in member participation, and developing reporting that helps guide recruitment and retention strategies.

The ideal candidate is detail-oriented, comfortable working with data, and interested in supporting a mission-driven professional organization through analytics and operational improvements.

### **RESPONSIBILITIES:**

- Maintain accurate and reconciled membership data across RSVP lists, attendance logs, renewal lists, and the official membership roster
- Track and analyze event participation trends to identify highly engaged members and those who may be disengaging
- Analyze RSVP versus actual attendance to identify no-show trends and help improve event planning and forecasting
- Cross-reference event participation data with renewal records to proactively identify members who may be at risk of not renewing
- Develop and maintain recurring reports and dashboards that provide visibility into membership engagement and participation trends
- Support the Membership Director and committee by preparing monthly reporting and insights to inform board-level decision making
- Improve operational efficiency by reducing manual reporting and spreadsheet reconciliation
- Establish standardized reporting workflows and documentation to ensure consistent processes across the membership team
- Help support the scalability of membership operations as the chapter grows by implementing repeatable reporting processes
- Provide ad hoc analysis and reporting to support membership initiatives, campaigns, and strategic projects as needed

- Collaborate with the Membership Committee and other board committees to provide relevant membership insights and reporting

### **PREFERRED SKILLS**

- Strong attention to detail and organization
- Experience working with spreadsheets (Excel or Google Sheets) and basic data analysis
- Ability to synthesize data into clear insights and reports
- Interest in membership organizations, professional associations, or community engagement
- Strong communication and collaboration skills

### **TIME COMMITMENT:**

- Attend at least 1 Bi-Weekly Membership Meeting
- ~2 hours per week for supporting reporting, analysis, and membership tracking

### **BOARD EXPECTATIONS:**

- All Board positions are a 2-year commitment
- Expectation to participate in WICT events whenever possible (~2 times per month)
- Additional time as needed

### **Program Expectations**

- Support Membership Team with insights that improve member engagement and event participation
- Assist with tracking participation and outcomes from in-person or virtual roadshows

Chair Signature/Date: \_\_\_\_\_

Print Name: \_\_\_\_\_