

Director - Membership Value Proposition

This Director develops and protects the overall membership value proposition (MVP) with the aim to continuously increase the membership and make itSMF Canada the most visible and valued network for Service Management professionals.

Specific responsibilities include:

- Design and develop strategy and plans to increase the MVP (e.g. events, resources, products and services)
- Lead and track MVP initiatives and value realization in collaboration with the other Directors
- Document and publish the MVP for communication purposes (e.g. why should people register?)
- Conduct surveys to track membership experiences and solicit of improvement suggestions
- Collaborate with other itSMF chapters to leverage ideas and resource sharing to improve the MVP
- Grow membership revenue by retaining existing members and attracting new members
- Monitor membership services performance as part of the MVP