

# Functional Responsibilities

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## Market Research\*

Industry and member surveys, event evaluations, insights to drive strategic planning

## Corporate Relations\*

Partnerships, sponsorship, employee engagement, account management, sales & business development

## Membership Experience

Recruit, orient, retain new and existing HBA members

## Volunteer Experience

Identify, skill/interest intake, assess experience, match with needs, recognition

## Education & Events

Speaker outreach, content development, logistics, maintain yearly event plans & meet budgetary goals

## Member Value Offerings\*

Mentoring program execution, affinity group connections, and (in some areas) executive programs

## Marketing & Communications

Regional marketing, communications and social media

\*These functions exist at the region-level only. HBA locations should leverage the regional departments to meet their needs.

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