Membership Secretary

Role guidance — Essential role

The role of the Membership Secretary is to recruit, welcome and retain CAMRA members, encouraging their participation in CAMRA activities especially soon after they have joined.

Activities and guidance

- Contact new branch members and welcome them to the branch (see Keeping in Touch for email templates, etc), telling them about campaigns, activities and any local membership benefits.
- With the Chair and/or Newsletter Editor, keep branch members informed via the Comms Tool.
- Encourage lapsed members to re-join by contacting them (use the templates within Keeping in Touch as a guide).
- Keep details of local members up to date with changes of address or email on the Membership System and encourage members to do the same using self-service.
- Be the link between the central Membership Team and the branch on membership matters including local queries.
- Encourage the branch to maximise all possible avenues to recruit members e.g. by ordering membership forms and stands for distribution to branch pubs and clubs.
- Run membership stands at suitable events such as beer festivals, food festivals, etc. (both CAMRA and non-CAMRA run).
- With the branch Meeter and Greeter, warmly welcome any new faces at events they attend.
- Work with the Chair and Pub Promotions Co-ordinator to encourage branch members to undertake some CAMRA activity e.g. distributing local branch magazines and pub and club surveying.
- Monitor and report back from CAMRA's national membership system to branch members' meetings and/or business meetings on membership numbers, including total number, lapsed, male, female, young and new members.
- With the Social Secretary and Young Members Contact, strive to maximise young member recruitment and retention.
- With the Branch Chair, tactfully deal with any complaints or inappropriate behaviour and refer to the Regional Director if they cannot be resolved locally.
- At some stage seek and mentor your potential successor.

Useful skills and knowledge

- Good writing, communication and interpersonal skills.
- Working knowledge of the General Data Protection Regulation (GDPR). Information is available below.
- Secure access to a computer/tablet and the internet.

Time commitment

- Depending on the size of the branch, you could take up to an hour every week.
- Attendance at branch meetings would be ideal.
- If the branch is involved with festivals and similar events such as food festivals, arranging and staffing membership stands would be valuable.

CAMRA

Membership Secretary

Role guidance — Essential role

Code of conduct

- Adhere to CAMRA's Code of Conduct and Volunteers' Charter (set out here) and, in particular, refrain from putting forward any personal points of view that are against CAMRA's policies or that might bring the Campaign into disrepute.
- Ensure that the data accessed from the membership system is used in line with CAMRA's General Data Protection Regulation (GDPR) policies.

Information and support

- Helpful information is given under Membership Administration within the Branch Resources section of the Volunteers' Area of the CAMRA website. This includes vital information on GDPR.
- Templates for emailing members and keeping in touch can be found within the Contacting Members section.
- The Chair, Secretary, Membership Secretary and Social Secretary can send emails to branch members using the Comms Tool. Any committee member may compose one using the Comms Tool. The Comms Tool is the **ONLY** GDPR compliant method to be used for contacting branch members by email (except individually on matters concerning their membership).
- Support and advice is also available from your Branch Chair or Regional Director and from the Membership Services Team: membership@camra.org.uk

For any other volunteering enquiry, contact volunteer.services@camra.org.uk