

### **6.17. Director Membership Growth – Responsibilities**

6.17.1. The Director Membership Growth reports directly to the President

6.17.2. The Director Membership Growth is a voting member of the Board of Directors.

6.17.3. The Director Membership Growth is accountable for achievement of MWFHA membership goals, including goals related to diversity and inclusion.

6.17.4. The Director Membership Growth is the Chair of the Membership Growth and Marketing Committee.

6.17.4.1. The Membership Growth and Marketing Committee is responsible for managing all aspects of programs to expand MWFHA membership, including but not limited to:

6.17.4.1.1. Managing and implementing initiatives for membership growth

6.17.4.1.2. Managing and implementing initiatives for increasing the breadth of MWFHA hockey programs.

6.17.4.1.3. Managing the MWFHA brand, brand awareness, and relationship with sponsors

6.17.4.2. The Membership Growth and Marketing Committee may form standing or ad hoc sub-committees as required for the management of these responsibilities.

6.17.5. The Director Membership Growth may serve on other MWFHA committees as required.

6.17.6. The Director Membership Growth shall perform other duties as assigned by the President.