



AIGA Minnesota Job Description

Associate Director of Registration (Registrar)

AIGA Minnesota

AIGA | the professional association for design

Purpose of Position

The Associate Director of Registration role is responsible for building online pre-event registration systems, post-event surveys and mass emails to event registrants based on AIGA Minnesota's programming needs. AD of Registration will report to—and work in close collaboration with—Director of Operations and event committees.

General Responsibilities

1. Develop and execute AIGA Minnesota's registration and survey needs through electronic systems and applicable website(s).
2. Make strategic recommendations to ensure registration needs are in the best interest of the Director of Operations, the Chapter, its membership and aligned with Chapter goals.
3. Ensure operational support is provided to Chapter committees and directors of programming in terms of event registration needs, reporting, surveys, and data archiving.
4. Responsibilities for registration needs including:

PRE-EVENT: Work closely with event committee and communications to lead the set-up and testing of registration pages to ensure a positive member experience.

ACTIVE REGISTRATION: Ensure systems are open/activated in a timely manner; regularly communicate with the event committee, operations, respective director of programming, treasurer and bookkeeper on matters related to registration to ensure needs are met and data is accurate; assist with special registration needs such as member inquiries, group registrations, refunds, etc.; generate and deliver reports on a regular basis; close registration systems and modify all applicable websites; trouble-shoot systems and communicate with AIGA COO as needed.

POST-EVENT: Generate attendee lists and provide to event committee and respective director(s); work closely with bookkeeper to ensure payments have been received and refunds issued as needed; work with ProCo to archive necessary registration data and to generate and deliver a post-event attendee survey.

5. Collaborate closely with Director of Operations, Director of Communications and Director of Interactive Management to develop and oversee resources to ensure relevant tasks are executed in a timely manner.
6. Participate in AIGA national discussion group (or network) as it relates to the development and improvement of registration systems

Required Areas of Expertise and Work Experience (required)

1. Knowledge of (or willingness to learn) the E-Touches event registration platform
2. Knowledge of (or willingness to learn) how to use Survey Monkey for survey creation
3. Previous team or committee experience (in any capacity); must be a team player and self-starter

Critical Knowledge and/or Skills (preferred)

1. Previous experience leading/working with volunteers
2. Previous AIGA committee experience
3. Good communication and analytical skills

Teams & Resources

1. Director(s) of Operations
2. Programming Council/Directors of Programming & committee chairs
3. Vice President
4. AIGA National
5. Director of Interactive Management
6. Director of Communications

Powers, Nomination and Term

1. POWERS: Non-Voting Associate member of AIGA Minnesota board of directors
2. NOMINATION: Nominated by any AIGA Minnesota member or self-nominated; appointed to serve on the board by majority vote of the board.
3. TERM: Two years, with option to reapply for additional terms.