

# Global Affinity Group Member Engagement Director Role Description

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**Responsible for developing a strategic engagement plan for the Affinity Group and creating a sense of belonging and driving value among group members, especially via the HBA Community to position it as a true internal resource group for members.**

- Drive member engagement within the HBA Community by creating a content calendar/schedule of posts to encourage members to participate, share information/resources and promote value opportunities
- Populate/organize the HBA Community library, as needed, with resources
- Basic Affinity Group member care:
  - member outreach as needed,
  - promoting the value prop of AG participation to all HBA members to get individuals to join,
  - practicing radical hospitality (even virtually)
  - onboarding new AG members with how to take advantage of/get the most out of the group
  - ensure the global group has a consistent understanding of member demographics and geographies. When able, proactively reach out to chapters/regions where population is growing
- \*Internal marketing – using Marq, design materials for the HBA Community page to make it visually appealing
- \*Build marketing toolkits so that regions/chapters can assist in marketing global AG offerings and increase awareness locally; cross-promote chapter/regional events that might speak to their AG membership via social and HBA Community
- Build a committee to assist in the execution of all member engagement tasks and initiatives

\*as AG grows, more focus will be needed on marketing/communications activities. At this time, a new Marketing/Communications role can be added and these responsibilities will move to that individual.

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