

Functional Responsibilities

Last Modified on 06/08/2026 3:16 pm EDT

The majority of the HBA's volunteer efforts can be grouped into the following functional areas. More info on each of these, along with functional resources, can be found in the Functional Resources section.

Market Research*

All things data, insights, and analytics. Industry and member surveys, event evaluations, insights to drive strategic planning

Corporate Relations*

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

Membership Experience

Recruit, orient, and retain new and existing HBA members

Volunteer Experience

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

Education & Events

Speaker outreach, content development, event planning and 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.**
