

# Global Affinity Group Member Engagement Director Role Description

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**Responsible for developing and executing a strategic engagement plan for the Affinity Group, fostering a strong sense of belonging, and delivering meaningful value to members. This includes leveraging the HBA Community as a dynamic internal resource hub that supports connection, collaboration, and member growth.**

Key responsibilities include:

- Driving member engagement within the HBA Community through the development and management of a content calendar designed to encourage participation, resource sharing, networking, and awareness of member value opportunities
- Curating, organizing, and maintaining resources within the HBA Community library, as needed
- Providing foundational Affinity Group member engagement and support, including:
  - Conducting member outreach as appropriate
  - Promoting the value proposition of Affinity Group participation to increase awareness and membership across the HBA
  - Practicing radical hospitality in all member interactions, including virtual engagement
  - Onboarding new members and helping them maximize the benefits and opportunities available within the group
- Leading volunteer engagement and recruitment efforts by identifying opportunities for involvement, cultivating a welcoming and inclusive volunteer experience, and building a strong pipeline of engaged members to support Affinity Group initiatives and long-term sustainability
- Ensuring the global Affinity Group leadership maintains a consistent understanding of member demographics, engagement trends, and geographic representation; proactively engaging with regions and chapters where member populations are growing
- \*Supporting internal marketing efforts by utilizing Marq to create visually engaging materials and enhance the HBA Community experience
- \*Developing marketing toolkits and promotional assets that enable regions and chapters to amplify global Affinity Group offerings locally and cross-promote relevant chapter and regional programming through social channels and the HBA Community
- \*Building and leading a volunteer committee to support the execution of member engagement initiatives, communications, and community-building activities

\*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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