



# Section VoC Chair

## Member Leader Position Description

### Term

One year: January 1 to December 31.

### Specific Duties and Responsibilities

- Work with the member unit leadership to set goals/metrics to support the business plan as they relate to voice of the customer data collection and analysis.
- Communicate/report to the leadership activities performed, status of performance against goals/metric set, etc. for voice of the customer data collection and analysis.
- Be an advocate for member value, satisfaction, and loyalty.
- Work with leadership to collect and utilize voice of the customer data to recommend appropriate programs and services.
- Download membership information monthly, or request data from appropriate section volunteer.
- Ensure that all members are being communicated to regularly and in accordance with their preferences.
- Receive updates from the Society Voice of the Customer Committee regarding survey tool and voice of the customer initiatives; facilitate member unit participation in collaborative surveys.
- Attend member unit leadership meetings and general membership meetings.
- Uphold Society Bylaws, Policies and Procedures, and Section Operating Agreement.

### Qualifications

- Must be an ASQ member in good standing and a member of the member unit for which you are serving.
- Preferably will have served as a committee chair or other position within the member unit.
- Knowledge and experience in market research and statistical analysis helpful and desired.
- Preferably will have strong written and verbal communication skills.

### Time Commitment

Approximately 3 hours per month (outside of leadership committee meetings).