



## Membership Officer

Sara Bilwani (MBBS II)

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<b>Name of position:</b>	Membership Officer
<b>Elected:</b>	At AGM, by secret ballot
<b>Position description and main roles:</b>	<p><b>Educating, Inspiring, Empowering</b></p> <p>The memberships officer is responsible for engaging new members throughout the year, keeping all members informed about our activities throughout the year, and sharing with members how they can get involved.</p> <p><b>Practical Aspects of the Position</b></p> <ol style="list-style-type: none"><li>1. O' Week: One of the most important tasks as Membership officer is to organise the Insight O' Week campaign – our main source of sign-ups for the year! This involves planning the stall for both the AMSS and AUU O'Days, organising catering, merchandise, sustaining a membership database, coordinating sign-up forms, music/entertainment, competitions – the sky is the limit!</li><li>2. Insight Mailout: Mailouts to members approx. every 2 months as decided by exec - includes member updates about recent and upcoming events, any interesting global health issues and advertisement of our sponsors. In 2021 we also added “code green” to our mailouts.</li><li>3. Membership Database: Use of Mailchimp to setup and maintain the Insight database.</li><li>4. Merch Drive: Introduced in 2020 and organised with the Preclinical Officer – although there was no merch sold in 2021, this could be considered for the following year in 2022.</li></ol>
<b>Positives of position:</b>	<ul style="list-style-type: none"><li>● Absolutely fantastic way to get involved – if you love being social and concocting different ideas to get people involved in Insight – this job is for you!</li><li>● A great opportunity to get experience in event organisation, mail-out design, you will upskill A LOT in this role</li><li>● Great way to get involved with Insight and understand the nuts and bolts of the society and the amazing things Insight does</li></ul>
<b>Negatives of position:</b>	<ul style="list-style-type: none"><li>● Most of the workload is concentrated around O'Week and the time of mailout – not necessarily a negative but something to be aware of!</li><li>● Need to often follow up with people a lot to get their respective pieces for the mailout</li></ul>
<b>Time required:</b>	Compared to many other committee positions – this is not as time-intensive. However, around the O' Week season, time commitment is very important, as you could imagine! Rest of the year possibly <2 hours.
<b>Ideas for the future:</b>	<p>Trying to come up with some more content for the mailouts and increase engagement with these - consider little competitions or campaigns. This year we started “code for green” and I believe new additions such as this could make the mailouts more engaging.</p> <p>Considering whether to continue a merch drive and how this would best be run and at what time of year this would best be undertaken.</p> <p>Continuing to collect estimated graduation year at sign-up to allow for mailouts to be targeted to year levels to allow targeted sponsorship opportunities for our sponsors and to allow for the creation of an alumni mailout / network.</p>

More shoulder tapping at O week to get people to sign up for the mailout to increase membership engagement and exposure to Insight.

**Experience required:** No experience required – just enthusiasm and a love for Insight!

**Past office bearers:**  
2021: Sara Bilwani (MBBS II)  
2020: Luke Cialini (MBBS IV)  
2019: Huy Pham (MBBS IV)  
2018: Jessica Mitchell (MBBS IV)  
2017: Mary Wang (MBBS IV)  
2016: Alan Xu (MBBS VI)  
2015: Dhiren Dhanji (MBBS V)  
2014: Jonathan Chou (MBBS IV)