



# EfVET VICE-PRESIDENT FOR MEMBERSHIP & OUTREACH

## *Call for Application*

**Function:** The VP Membership and Outreach will guide EfVET in the implementation of innovative and high-quality services for members, consolidating the current community and developing efficient and effective measures for enlargement of members.

**Mandate:** 3 years, from October 25<sup>th</sup> 2025

**Reporting to:** Board of EfVET and General Assembly

**Closing date:** **Thursday 31 July 2025 EOB**

The Vice-President for Membership and Outreach will constantly monitor the approval and introduction of new members, take care of the EfVET community and promotes measures to reach out beyond the membership numbers that are the quality and the resourcefulness of the aspiring members. Outreach should include communication, especially the use of social media to reach out to new areas where EfVET presence is not yet consolidated.

### Main tasks

The Vice President for Membership and Outreach will:

- Promote measures for the consolidation of the current community of members and its enlargement (expected 20% increase during the mandate), with attention to both European countries where EfVET presence is not yet structured, and beyond Europe (starting with neighbouring countries). Special commitment to strengthen relations with companies and other prospective members which can positively impact EfVET strategic goals, objectives and sustainability
- Proceed in the definition of a clear process for a pro-active approach to the management of

the membership process, from the identification of prospects to the accompaniment of members which express the desire to leave the organization, including how to prevent and manage resignation, to be shared with the Board by September 2026.

- Implement by October 2026 an accessible system of CRM for Members
- Propose by March 2026 a revision of the set of service provision offered to the Members, possibly combining this process with a restructuring of the fee system, in line with the position paper discussed during the Board of EfVET (January 2025) and accessible on request.
- Prepare quarterly analysis on the state of play of the EfVET community, to be also shared with the Board of EfVET and the General Assembly.

## Skills

The success of EfVET rests on a very strongly felt and shared set of skills and values, which determine its strategic direction. It is crucial that the successful candidate shows, in particular:

- Experience in **managing or supporting membership-based organisations or networks**, ideally at international or European level and ability to develop and implement a **comprehensive membership strategy**, including member engagement, retention, segmentation, and added-value services
- Experience in designing or supporting **engagement campaigns, networking events, or working groups** to activate member participation.
- Commitment to the vision, mission, and values of EfVET, with a strategic mindset to **position the organisation as a growing and inclusive community**, open to **identify and attract new members**, including organisations from underrepresented countries, sectors, or thematic areas.
- Strong interpersonal and communication skills, with the ability to **foster a sense of belonging** and community among a diverse membership.
- Willingness to collaborate with the President, Secretariat, and the Board members to ensure membership and outreach initiatives are coherent with the overall governance and operational framework.
- Capacity to work in a multicultural and multilingual environment.
- Excellent command of English (written and spoken. Other European languages will be considered and asset

## Requirements



Staff members formally affiliated with **EfVET Member Organisations are eligible** to be nominated. **External candidates can be considered**, should the skills, experience and knowledge, proven to be an asset for EfVET. Membership of EfVET, however, will be given special consideration in the event of equal suitability, qualifications and professional performance.

The position of Vice President is on **voluntary basis** with no regular working hours applied. However, in order to carry out the position mentioned above, the candidate-elected needs to be present in all **EMT and Board of EfVET meetings** (2-day meetings in January, May-June, September), and the **General Assembly** during the Annual EfVET conference (October). Travelling days (away from own workplace) will typically be a mix of weekdays and weekends, estimated between 15 to 20 days a year.

The candidate should be able to commit time on a voluntary basis to **attend regular online meetings with the Secretariat** for the evaluation of the new membership requests to be proposed to the Board of EfVET. Furthermore, the Vice President for Membership and Outreach is expected to **attend EfVET National Board events** (online or in-presence) or meetings with potential new members. That could take an estimated time (but not limited to) of 2 days per month on a regular basis.

## Reimbursement

Expenses made with regard to fulfilling the tasks as EfVET Vice President, in particular the participation in face-to-face EMT or Board of EfVET meetings, and within EfVET's financial guidelines, will be reimbursed by EfVET.

## Equality & Diversity

EfVET is committed to the promotion of equal opportunities and is dedicated to pursuing non-discriminatory policies and practices and to eliminate unfair discrimination on any basis. This means that the Organisation strives to ensure that no applicant will receive less favorable treatment than another on grounds of gender, marital status, age, racial origin, disability, sexual orientation or political or religious beliefs

## Application and Selection process

Fully completed application includes a **synthetic Resume** (max 2 pages) and a **Cover Letter** (max 500 words). The Cover Letter should include information related to:

- Candidate's current position and scope of responsibilities.
- Details related to the candidate's involvement in EfVET activities in the past 3 years.
- Motivation to apply.

These 2 documents should be submitted via email (Subject: EfVET VP Membership Call 2025) by **31 July 2025 EOB** to the Secretary General Ms. Valentina Chanina ([vc@efvet.org](mailto:vc@efvet.org)), with CC'd the Secretary to the Board Ms. Ami Toikka ([ami.toikka@edu.hel.fi](mailto:ami.toikka@edu.hel.fi)) and the Executive Director Mr. Paolo Nardi ([director@efvet.org](mailto:director@efvet.org))

The applicant should be prepared to answer questions from the members of the Board of EfVET as part of the selection before the next Board of EfVET meeting on **September 16<sup>th</sup> -18<sup>th</sup>**. The election will follow the completion of the interviews. The mandate will start after the Annual General Assembly on October 25<sup>th</sup> 2025.