

BOLD GOALS:

- To achieve overall organizational membership growth in alignment with the Fraternity's strategic priorities.
- To shape an environment where every chapter understands the value of a robust and strategic recruitment plan implemented continuously throughout the year.

OUTLINE OF RESPONSIBILITIES:

- Oversee the attainment of Alpha Xi Delta Fraternity's strategic priorities.
- Serve as the leader for the National Recruitment Team, comprised of Recruitment Territory Directors and Recruitment Resource Specialists.
- Provide ongoing training to the Recruitment Territory Directors and Recruitment Resource Specialists about current campus trends and National Panhellenic Conference guidelines.
- Work in tandem with staff liaison and guide the Recruitment Territory Directors and Recruitment Resource Specialists to ensure college chapters and volunteers utilize best practice tools in the planning and implementation of membership growth strategies.
- Maintain knowledge of the membership selection process, retention issues and solutions, and recruitment techniques.
- Conduit for needs assessment and allocation. Share materials gathered from the chapter support structure with the resource team and vice versa.
- Serve with a keen eye toward membership growth and opportunities to grow the Alpha Xi Delta Sisterhood.
- Assist with the development of national recruitment training.
- Work with the staff liaison to identify and recruit Recruitment Team members including Recruitment Territory Directors and Recruitment Resource Specialists.

TIME COMMITMENT:

- Approximately 5-7 hours per week, with an increase prior to and during recruitment season.
- Travels to college chapters as needed and approved for training or on-site recruitment assistance.
- Attends training and educational opportunities provided by the Fraternity.

STAFF LIAISON:

- Director of Membership Growth and Marketing