

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:

- Develop recruitment resources and best practices specific to membership growth resource topics.
- Assist in evaluating recruitment activities and efforts via recruitment data.
- Assist in the strategic planning of recruitment resources in topic areas of event planning, data systems, member education, continuous open bidding, and recruitment 365.
- Seek opportunities for improvement, new processes, new data, new trends, new viewpoint, etc. in recruitment resources.
- Provide written and edited content that is appropriate, aligned with Fraternity best practices, and respects each project's publishing deadline.
- Maintain frequent and open communication with the Membership Growth Resource Coordinator.
- Attend quarterly calls with other Resource Specialists and the Recruitment Team as needed.
- Participate with staff and other volunteers in the annual review of recruitment resources to determine needs for content updates, resources to be discontinued, and identify any new initiatives to best serve membership growth efforts.

TIME COMMITMENT:

- Approximately 1-2 hours per week, with an increase prior to and following recruitment season each semester.
- Attend training and educational opportunities provided by the Fraternity.

STAFF LIAISON:

- Membership Growth Resource Coordinator