



Staff Position Description:

**Membership Growth Resource Coordinator**

Inherent in each staff position within Alpha Xi Delta Fraternity is an obligation to commit to the Fraternity’s vision: *Inspiring women to realize their potential*. Further, each position includes a responsibility to promote and carry out the Fraternity’s mission: *To enrich the life of ever Alpha Xi Delta*. All staff of Alpha Xi Delta’s entities also commit to furthering efforts that support each of the Fraternity’s strategic priorities.

RESPONSIBLE TO:	Director of Membership Growth and Marketing
DEPARTMENT AND CLASSIFICATION:	The Membership Growth Resource Coordinator is a member of the Executive Department. The position is classified as non-exempt.
PURPOSES AND BASIC FUNCTIONS:	<ul style="list-style-type: none"><li>• To assist with the responsibilities and tasks of the membership growth area of the Executive Department to meet the strategic priorities of the Fraternity.</li><li>• To plan, create and maintain membership growth resources and educational opportunities the Fraternity provides collegiate members and alumnae.</li><li>• To assist in the development of strategies, resources and best practices designed to increase overall recruitment strength.</li><li>• To promote and support volunteer and alumnae involvement throughout the membership.</li><li>• To keep current on issues affecting college campus life, as well as those affecting alumnae members, especially in their volunteer work with chapters and collegiate members.</li></ul>
INTERNAL RELATIONSHIPS:	<p>Every Alpha Xi Delta staff member is integral in fulfilling the Fraternity’s vision and mission. Although a position may generally require collaboration with one staff member more than with another, all staff members work cooperatively and respectfully with each other.</p> <p>The Membership Growth Resource Coordinator has regular contact with volunteer leaders and college chapters; and serves as a liaison between the National Fraternity and the National Directors Network, as assigned.</p>
EXTERNAL RELATIONSHIPS:	Develops and nurtures relationships between the National Fraternity and host institutions, fraternal partners, and all vendors related to the development and maintenance of recruitment educational resources.

## **DUTIES AND RESPONSIBILITIES**

### **Resource Development**

- Works with the Director of Membership Growth and Marketing, recruitment team and other recruitment volunteers to ensure that all the necessary resources and tools are identified, created, and maintained with best-in-class mindset.
- Oversees and manages the online, private recruitment portal: Alpha Xi DISH.
- Utilizes the Membership Team officer structure to ensure resources are developed or maintained for each level of recruitment efforts.
- Creates new resources to enhance the overall membership experience.
- Serves as an integral partner for identifying trends and shares best practices throughout the organization.
- Coordinates with the Communications and Marketing Department to ensure all resources adhere to the Fraternity's brand, image, and standard of excellence.

### **Educational Training**

- Creates and develops member educational recruitment programs and trainings for volunteers and college officers/chapters to enhance their recruitment knowledge and experience.
- Assesses and improves current member educational recruitment programs and trainings to deem effectiveness, impact, and overall value.
- Assists the Director of Membership Growth and Marketing in the educational programming of Alpha Xi Delta's recruitment training program.
- Assists in the development of alumnae and volunteer educational recruitment programs and trainings presented at Alpha Xi Delta's National Convention, national leadership events and regional conferences.
- Develops and implements assessment tools to determine areas of improvement and measurable growth.

### **Volunteers**

- Identifies, recruits, and assists in the retention of alumnae volunteers.
- Manages the Recruitment Resource Specialists to assess recruitment resource needs and develop new materials in a timely manner.
- Provides resource updates with Recruitment Territory Directors, Chapter and/or Membership Advisors and NC designees to best support chapters.
- Develops and maintains supplemental recruitment resources that coordinate with the Membership Evaluation Plan to increase volunteer engagement and knowledge.
- Participates in developing and promoting the lifetime membership program.

### **Chapter Support**

- Provides guidance and support to collegiate chapters and advisors in recruitment planning, strategy, and implementation to improve recruitment performance.
- Coordinates and executes strategic recruitment planning of priority and new chapters recruitment efforts in conjunction with volunteers and Fraternity staff members.
- Individually assesses chapters to ensure a strategic and best in class mindset, which is consistent with campus culture and regional norms, with a goal to improve overall recruitment strength.

- Reviews and suggests changes to recruitment procedures and policies as needed.
- Works to maintain a culture of dynamic and strategic growth within the Fraternity.
- Keeps up to date on National Panhellenic Conference policies, procedures, and best practices as well as individual College Panhellenic Council bylaws and rules.

### **Miscellaneous**

- Assumes additional assignments and projects as assigned by the Director of Membership Growth and Marketing.
- Travels as directed to college chapters, conferences or other events.
- Makes own travel arrangements for each visit, adhering to the Fraternity travel policy.
- Maintains a corporate credit card account, adhering to the Fraternity policy, including providing all required receipts for reconciliation.
- Maintains and is responsible for business equipment.
- Proficient in Microsoft Office and creative resource development programs.
- Assists in budget preparation and monitoring of own portion of the Fraternity budget.
- Participates in regular conference calls with the Director of Membership Growth and Marketing, Executive Department, and volunteers.
- Maintains a safe driving record.
- Provides timely feedback to collegians, advisors, and co-workers.
- Utilizes “best practices” in all activities and programming.