



## Recruitment Territory Director

### **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:**

- Assist the National Recruitment Director to conduct analysis and evaluation, and make recommendations to chapters for membership programs, procedures, and strategies. In addition, serve as the territory representative for the Recruitment Team and sounding board for all collegiate membership growth efforts.
- Maintain frequent and open communication with the National Recruitment Director and Fraternity Headquarters Staff. Perform all duties assigned, seeing that the overall recruitment program of the appointed territory is strengthened.
- Provide assistance and training to Membership Vice Presidents, Membership Team officers, volunteers, and advisors to ensure proper education and understanding of all Alpha Xi Delta policies and procedures related to membership.
- Educate and provide guidance to chapter officers and advisors on recruitment strategies and best practices.
- Work closely with the National Recruitment Director and Fraternity Headquarters Staff to set realistic recruitment goals and targets. Provide new ideas and motivation to those who are having difficulty with recruitment efforts.
- Review recruitment reports and semesterly standard assessment and provide feedback on recruitment efforts and strategies.
- Assist the National Recruitment Director in interpreting membership policy and provide education and resources on NPC policies.
- Encourage understanding within the territory of the need to further recruit to maintain the strength of the chapter through continuous open bidding.

### **Time Commitment:**

- Approximately 3-4 hours per week, with an increase prior to and during recruitment.
- Travel to college chapters as needed and approved for training or on-site recruitment assistance.
- Attend training and educational opportunities provided by the National Fraternity.

### **Staff Liaison:**

- Director of Membership Growth and Marketing