

# Alpha Xi Delta

## Staff Position Description:

### **MEMBERSHIP GROWTH TEAM MEMBER**

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 Team Member is a member of the Executive Department. The position is classified as non-exempt.

#### **PURPOSES AND BASIC FUNCTIONS:**

- To assist with the responsibilities and tasks of the membership growth area of the Executive Department to meet the strategic priorities of the Fraternity.
- To plan, create and maintain membership growth resources and educational opportunities the Fraternity provides collegiate members and alumnae.
- To assist in the development of strategies, resources and best practices designed to increase overall recruitment strength.
- To promote and support volunteer and alumnae involvement throughout the membership.
- 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.

#### **INTERNAL RELATIONSHIPS:**

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.

The Membership Growth Team Member 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.

#### **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 membership growth.

## ***DUTIES AND RESPONSIBILITIES***

### **College 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 and COB 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.
- Supports and provides direction to Panhellenic and recruitment collegiate officers and volunteers on NPC and campus recruitment policies procedures and best practices.

### **Data Collection and Analysis**

- Manages and maintains all relevant recruitment data provided by National Panhellenic Conference and our college chapters.
- Identifies key trends and opportunities for improvement in recruitment based on statistical information.
- Evaluates the outcomes and successes of recruitment and resource initiatives.
- Supports and executes the action steps and strategic plans created to improve recruitment strength of each college chapter.
- Serves as an integral partner for identifying trends and shares best practices throughout the organization.
- Works with the Director of Membership Growth and Marketing, recruitment team and other recruitment volunteers to ensure that all the necessary statistics are identified, recognized, and maintained.

### **Extension and New Chapter Establishment**

- Participates in extension presentations to interested campuses as needed.
- Assists with the implementation of strategic planning, public relations and marketing efforts during new chapter establishment process.
- Assists with formal recruitment participation and establishment recruitment events.
- Provides guidance and support to the Educational Leadership Consultants in establishment recruitment efforts.
- Works alongside and supports volunteers and Fraternity staff members with projects after establishment and the recruitment development of new chapters.
- Stays current with National Panhellenic Conference extension policies and best practices.

## **Educational Training**

- Assists and supports member educational recruitment programs and trainings for volunteers and college officers/chapters to enhance their recruitment knowledge and experience.
- Assists the Director of Membership Growth and Marketing in the educational content 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.

## **Volunteers**

- Identifies, recruits, and assists in the retention of alumnae volunteers.
- Assists in the development and implementation of training and educational opportunities for Chapter and/or Membership Advisors and NC designees to best support chapters.
- Participates in developing and promoting the lifetime membership program.

## **Miscellaneous**

- Assumes additional assignments and projects as assigned by the Director of Membership Growth and Marketing.
- Willing and able to travel 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.
- 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.
- Strong written and verbal communication skills.
- Ability to prioritize responsibilities, time constraints, handling multiple tasks, and to work individually and as a member of a team.
- Provides timely feedback to collegians, advisors, and co-workers.
- Utilizes "best practices" in all activities and programming.

## **Required Qualifications**

- Bachelor's degree.
- Proficient in Microsoft Office Suite and data management programs.
- Membership in a Fraternity/Sorority; Alpha Xi Delta membership preferred.