

Alpha Gamma Rho Fraternity

Local CRO Position Description

Type and Term of Position:

Voluntary, part-time position, appointed by the Alumni Association President (AP) and approved by the national CRO to serve a one year term. Term may be renewed by mutual consent of local CRO, National CRO and Alumni President

Remuneration:

Non-salaried, similar to chapter adviser volunteers

Basic Functions:

The Recruitment Adviser acts as a marketing mentor to the VNR-Recruitment. As such he provides guidance and support to the VNR-Recruitment resulting in an effective recruitment program for the chapter. His efforts will facilitate the establishment of appropriate membership goals and sound recruitment strategies. Through ongoing advice and counsel, he creates an organized and sustained emphasis on effective recruitment including training, communications and securing alumni recruitment involvement and support

Duties, Responsibilities and Authority:

1. Guides the development of chapter recruitment priorities and programs.
2. Supports the development of chapter recruitment training
3. Develops relationships with chapter undergraduates, alumni association directors, area alumni and Chapter Advisers
4. Promotes effective communications and marketing projects to enhance recruitment throughout the chapter
5. Attends Recruitment School when possible
6. Ensures the recruitment policies and procedures of the chapter are update and maintained

Requirements:

Bachelor's Degree
Brother of Alpha Gamma Rho preferred
Demonstrated ability to sell concepts and effective training
Personable and able to interact with diverse people
Strong verbal and written communications skills
1 or more years of sales/marketing experience

Performance Criteria:

1. Sound, documented recruitment plan executed by well trained VNR-Recruitment every year
2. Number of total new initiates each year