

Alpha Gamma Rho Fraternity

Membership Growth Consultant Position Description

Type & Term of Position:

Regular, full-time staff position, employed by Chief Executive Officer, along with the Senior Director of Operations, with approval by the Grand President.

Remuneration:

Salary set annually by recommendation of the Senior Director of Operations and Chief Executive Officer with approval by the Grand President. Normal, approved expenses incurred in the performance of responsibilities shall be reimbursed.

Basic Functions:

The Membership Growth Consultant is responsible for creating and directing an effective recruitment program throughout Alpha Gamma Rho Fraternity including the establishment of appropriate national / local membership goals, development and execution of appropriate recruitment strategies and training programs throughout the Fraternity, and the expansion to new campuses. Responsible for creating and directing an organized and sustained emphasis on effective recruitment and campaigns including incentives, training, securing local alumni support, communication and effective development efforts. Provide direct assistance to collegiate chapters through consultation and enhance existing conditions and suggest new programming to aid in chapter performance. Will also be responsible for programs, services and visitation of collegiate chapters under the guidance of the Senior Director of Operations.

Duties, Responsibilities, and Authority:

- Manage the Fraternity's recruitment efforts at all levels.
- Fully develop and implement training programs at all levels including Recruitment Schools and other local training programs.
- Manage the development of recruitment tools to be used throughout the Fraternity.
- Collaborate with the Senior Director of Operations and Chief Executive Officer, staff, Boards and key volunteers of the Fraternity in developing, implementing, and maintaining an effective recruitment programs.
- Develop relationships with local students and alumni recruitment mentors.
- With coordination of the Senior Director of Operations, manage the expansion to new campuses to develop new colonies and chapters.
- Coordinate recruitment incentives and scholarships throughout the Fraternity.
- Make numerous Chapter visits
- Make recommendations to chapters concerning all areas of operation. Provide evaluations and resources to all chapters.
- Program Development
 - Assist in developing Leadership Seminars, Recruitment Schools and Conventions
- Update and maintain the policies and procedures of the Fraternity

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Requirements:

- Bachelor's Degree required
- Brother of Alpha Gamma Rho preferred
- Demonstrated ability to sell concepts and effective training
- Personable and able to interact with diverse people
- Superior verbal and written communications skills
- Well organized, a self-starter and able to manage multiple tasks
- Prior sales or marketing experience

Performance Criteria:

- Number of total new initiates year over year.
- Number of chapters with increased initiates.
- Increased number of interest groups, colonies and chapters