



**Title:** Growth Specialist

**Supervisor's Title:** Director of Growth

**Position Status:** Exempt, salaried

**Position Location:** Carmel, Indiana

**Position Summary:** Works strategically and sustainably with members of the extension and recruitment teams to support chapter growth through extension, recruitment and retention initiatives. Success will be defined by the ability to think quickly and proactively, to identify and manage extension, recruitment and retention needs, to produce quality work while working with tight deadlines and to communicate effectively and efficiently with collegiate chapters and advisors, volunteers, staff and campus professionals.

**Qualifications:**

- Bachelor's degree
- Initiated member of Sigma Kappa Sorority, preferred
- Prior experience in supervision of collegiate chapter operations and/or recruitment
- Prior experience and/or knowledge of the extension process
- Knowledge of Microsoft Word, Excel, Power Point, Prezi

**Responsibilities:**

- Assist with logistical coordination, brand development and implementation of the Sorority's growth strategy
- Support collegiate chapter growth through recruitment initiatives and by understanding growth trends through data collection and analysis
- Work with director of growth and national volunteers to support all recruitment and extension related projects
- Serve as official Sigma Kappa representative at extension and recruitment-related events, as needed, and to a variety of publics: alumnae, university

officials, potential members, parents, extension committees, national volunteers, etc.

- o Travel to extension and recruitment visits, as requested by director of growth. Travel can vary greatly based on the term and team needs (i.e. once a month, once a term, etc.)
- Develop content and facilitate recruitment and extension training for leadership consultants, as requested by director of growth and collegiate services managers

**Extension specific responsibilities:**

- o Support the director of growth with coordination of logistics for exploratory visits, presentations, establishing/reestablishing new chapters and Installations
  - o Manage marketing efforts for establishing chapters including social media accounts
    - When establishing a chapter, work with and support extension leadership consultants during PR and marketing period
  - o Work with extension and communication teams to create customized designs for print, promotion and online materials, personalized for each new chapter
  - o Inventory, ship and manage all extension supplies and marketing materials
  - o Respond to alumnae extension inquiries. Manage the research phase of alumnae extension in collaboration with the alumnae chapter specialist
  - o Research and track data related to Sigma Kappa extension and growth
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- **Recruitment specific responsibilities:**
    - o Gather recruitment results and membership data that will help identify individual chapter and Sorority growth trends
      - Provide tracking and analysis of chapter recruitment statistics to the membership team and assist with identifying chapter recruitment strength and short-term and longer-term trends
    - o Manage OmegaRecruit recruitment management system and serve as staff expert
      - Assist collegiate members and recruitment supervisors with the program including hosting trainings, as needed
      - Develop supplemental OmegaRecruit resources in collaboration with programming team
    - o Serve as main point of contact for recruitment supervisors and collegians to address all recruitment related questions
    - o Collaborate with the volunteer support manager to develop and execute training for recruitment supervisors
    - o Work collaboratively with the programming team to develop, package and distribute recruitment resources and materials

- Work with the recruitment team to plan and implement recruitment workshops
- Perform other duties as may be prescribed by the executive director, senior director of membership strategy or director of growth of Sigma Kappa Sorority

**Expectations:**

- Consistently demonstrate through words, actions, and interactions, alignment with Sigma Kappa values and strategic direction, focusing on the success of the entities
- Promote the ongoing development of a service rapport with chapters, local and national volunteers, and all members of the Sorority
- Represent Sigma Kappa within related professional organizations as approved by the executive director
- Assist with preparations for Sigma Kappa events as assigned, and travel to provide on-site staff support
- Demonstrate a positive, problem-solving mindset in the spirit of teamwork and cooperation
- Maintain positive public relations within the Sorority, among all Sorority entities and service and support vendors
- Maintain and develop materials and procedures as appropriate to the position

*Created May 2019*