

Lambda Kappa Omega Sorority, Inc.

National Recruiter

Job Description & Duties

The National Recruiter serves as the national leader responsible for recruitment initiatives, membership outreach, prospective member engagement, and organizational growth strategies throughout Lambda Kappa Omega Sorority, Inc. This position focuses on increasing membership awareness, supporting chapter recruitment efforts, creating innovative recruitment campaigns, and developing opportunities for women to learn about the mission, values, programs, and sisterhood of the organization.

The National Recruiter works closely with the National Board, Regional Leadership, Membership Team, Communications Department, and Chapter Leadership to promote membership growth, increase organizational visibility, and support recruitment efforts nationwide. This role requires strong leadership, marketing, communication, networking, and relationship-building skills while serving as an ambassador for the sorority.

Position Title

National Recruiter

Reports To

National Vice President of Membership

Secondary Reporting Structure

National President

Direct Oversight Of

- National Recruitment Committee
 - Chapter Recruitment Coordinators
 - Membership Interest Groups
 - Recruitment Ambassadors
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Position Summary

The National Recruiter is responsible for developing and implementing recruitment strategies, supporting chapter membership growth, overseeing recruitment campaigns, managing prospective member engagement, monitoring recruitment statistics, and promoting the sorority throughout communities nationwide. The National Recruiter serves as the organization's lead advocate for membership expansion and works to ensure that recruitment efforts align with the mission, values, and standards of Lambda Kappa Omega Sorority, Inc.

Core Responsibilities

Recruitment Leadership & Strategy

The National Recruiter serves as the leader of all national recruitment initiatives.

Responsibilities Include:

- Develop and oversee national recruitment strategies.
- Create annual membership growth plans.
- Establish recruitment goals for chapters and regions.
- Monitor recruitment trends and opportunities.
- Identify innovative methods to increase membership interest.
- Support chapter recruitment planning and execution.
- Develop strategies to strengthen organizational visibility.
- Promote sustainable membership growth throughout the organization.

Recruitment Objectives

- Increase membership inquiries.
 - Strengthen chapter recruitment efforts.
 - Expand organizational visibility.
 - Increase attendance at informational events.
 - Support chapter development and expansion.
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Membership Outreach & Engagement

The National Recruiter is responsible for connecting with prospective members and increasing awareness of the sorority.

Responsibilities Include:

- Coordinate membership outreach campaigns.
- Establish communication with prospective members.
- Develop interest and informational groups.
- Maintain engagement with women interested in membership.
- Answer recruitment-related questions.
- Promote organizational programs and opportunities.
- Build relationships with community leaders and organizations.
- Encourage participation in recruitment events.

Engagement Strategies

- Social media outreach.
 - Recruitment information sessions.
 - Virtual networking opportunities.
 - Community engagement events.
 - Membership awareness campaigns.
 - Open Houses and Rush & Learn programs.
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Recruitment Campaign Development

The National Recruiter oversees recruitment marketing initiatives.

Responsibilities Include:

- Create national recruitment campaigns.
- Develop promotional strategies.
- Design recruitment initiatives targeting prospective members.
- Coordinate chapter participation in recruitment campaigns.
- Monitor campaign effectiveness.
- Evaluate recruitment outcomes and participation.
- Recommend improvements to increase engagement.

Campaign Materials May Include:

- Recruitment Flyers
- Informational Videos
- Social Media Campaigns
- Membership Testimonials
- Chapter Spotlights
- Recruitment Toolkits
- Digital Advertisements

Recruitment Marketing & Branding

The National Recruiter works with Communications and Marketing teams to increase visibility.

Responsibilities Include:

- Promote the sorority through approved marketing initiatives.
- Develop recruitment content for social media.
- Create promotional materials and recruitment graphics.
- Ensure branding consistency across recruitment campaigns.
- Highlight organizational accomplishments and community impact.
- Promote sisterhood, leadership, and service opportunities.
- Ensure all recruitment materials align with organizational standards.

Branding Standards

Recruitment materials should:

- Reflect the mission and values of the organization.
- Present a professional image.
- Promote diversity and inclusion.
- Encourage community engagement.
- Support organizational growth.

Chapter Recruitment Support

The National Recruiter provides support and resources to chapters.

Responsibilities Include:

- Assist chapters in developing recruitment plans.
- Provide recruitment training and coaching.
- Share best practices and successful strategies.
- Monitor chapter recruitment progress.
- Support chapters experiencing recruitment challenges.
- Develop recruitment resources and templates.
- Encourage collaboration among chapters.

Chapter Support Areas

- Membership Growth Planning

- Recruitment Events
 - Social Media Outreach
 - Community Networking
 - Membership Retention
 - Chapter Expansion
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Recruitment Data & Reporting

The National Recruiter is responsible for tracking recruitment performance.

Responsibilities Include:

- Monitor recruitment statistics and trends.
- Maintain records of prospective member engagement.
- Track chapter recruitment efforts.
- Compile annual recruitment reports.
- Analyze recruitment outcomes.
- Develop recruitment performance benchmarks.
- Present recruitment updates to National Leadership.

Reporting Areas

- Membership Inquiries
 - Interest Group Participation
 - Recruitment Event Attendance
 - Chapter Recruitment Activity
 - New Member Interest Trends
 - Regional Recruitment Performance
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Educational Programs & Recruitment Training

The National Recruiter provides recruitment education and leadership development.

Responsibilities Include:

- Host recruitment-focused trainings.
- Conduct Open Calls and informational sessions.
- Develop recruitment toolkits.
- Create educational resources for chapters.
- Provide training on effective recruitment practices.
- Support leadership development related to membership growth.

Educational Initiatives

- Recruitment Best Practices
 - Membership Outreach Techniques
 - Networking Skills
 - Marketing and Branding
 - Social Media Recruitment
 - Community Engagement
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“Did You Know?” Recruitment Series

The National Recruiter shall create educational content designed to increase recruitment knowledge throughout the organization.

Responsibilities Include:

- Develop recruitment-focused educational materials.
- Create monthly recruitment tips and resources.
- Publish informational recruitment content.
- Promote member participation in recruitment efforts.
- Track participation and engagement.

Topics May Include:

- Effective Recruitment Conversations
 - Membership Benefits
 - Recruitment Etiquette
 - Building Relationships
 - Community Outreach Strategies
 - Recruitment Success Stories
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Organizational Growth & Expansion

The National Recruiter supports organizational growth initiatives.

Responsibilities Include:

- Identify opportunities for new chapter development.
- Support regional expansion efforts.
- Collaborate with Membership Leadership regarding growth initiatives.
- Promote recruitment efforts in underserved areas.

- Assist with membership retention initiatives.
- Support long-term organizational growth planning.

Growth Objectives

- Increase chapter membership.
 - Strengthen retention efforts.
 - Support new chapter formation.
 - Expand organizational reach.
 - Increase public awareness.
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Committee Leadership

Chairperson – National Recruitment Committee

The National Recruiter serves as Chairperson of the Recruitment Committee.

Responsibilities Include:

- Recruit and manage committee members.
- Conduct committee meetings.
- Develop recruitment initiatives.
- Assign recruitment projects.
- Review committee recommendations.
- Coordinate chapter support activities.
- Evaluate recruitment outcomes.

Committee Mission

The Recruitment Committee shall:

- Promote membership growth.
 - Support chapter recruitment.
 - Increase organizational visibility.
 - Develop innovative outreach strategies.
 - Strengthen prospective member engagement.
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Communication Management

Responsibilities Include:

- Maintain communication with chapters and recruitment teams.
- Coordinate recruitment announcements.
- Respond to membership inquiries.
- Provide recruitment updates to National Leadership.
- Maintain records of recruitment communications.
- Collaborate with Communications and Membership Offices.

Communication Standards

- Maintain professionalism at all times.
 - Ensure accurate information is shared.
 - Follow approved communication channels.
 - Represent the organization positively.
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Leadership Expectations

The National Recruiter should demonstrate:

Creativity & Innovation

- Develop engaging recruitment campaigns and outreach initiatives.

Communication & Networking

- Build relationships with prospective members and community organizations.

Professionalism & Integrity

- Represent the organization positively and ethically.

Organization & Adaptability

- Manage multiple recruitment projects and deadlines effectively.

Resourcefulness & Initiative

- Identify new opportunities for membership growth.

Leadership Presence

- Inspire chapters and members to actively participate in recruitment efforts.

Motivation & Engagement

- Encourage enthusiasm and involvement in membership initiatives.

Commitment to Growth & Sisterhood

- Promote the mission, values, and future of the organization.