

# Lambda Kappa Omega Sorority, Inc.

## Director of Expansion Job Description & Duties

### Position Title

Director of Expansion

### Reports To

Vice President of Expansion, 2nd Vice President, and National President

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## Position Summary

The Director of Expansion is responsible for supporting the sorority's membership growth, chapter development, and expansion efforts in underserved and target areas. This role focuses on identifying new opportunities for growth, coordinating intake support, managing lead tracking systems, and assisting with the establishment and support of new and developing chapters.

The Director of Expansion serves as a liaison between prospective members, chapters, the Membership Team, the National Educator, and the National Board. The position requires strong leadership, communication, organization, and strategic planning skills to ensure successful expansion and retention efforts across the organization.

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## Core Responsibilities

### Membership Growth & Expansion

- Assist with growing the sorority through outreach and expansion initiatives.
- Identify opportunities to establish chapters in uncharted or underserved areas.
- Support the development of single-member, two-member, and newly established chapters.
- Monitor membership trends and assist with retention efforts.
- Help ensure the smooth operation of intake and expansion processes.

### Lead Management & Recruitment Support

- Maintain and update all lead trackers accurately and consistently.
- Review and verify lead submissions received through JotForm.
- Categorize leads by priority and chapter type.
- Research and qualify potential members to ensure accurate placement.
- Coordinate follow-up communication with prospective members.
- Track lost, active, and converted leads throughout the year.

## **Intake Coordination & Communication**

- Coordinate with the National Educator and Membership Team regarding intake scheduling.
- Request Rush and Learn dates and underground line schedules.
- Assist with organizing and occasionally hosting Rush and Learn sessions.
- Send communication and informational emails to prospective members.
- Maintain professional and timely communication with all interested women.
- Ensure that all intake-related communication follows sorority protocol.

## **Chapter & Member Support**

- Serve as a resource for newly established and developing chapters.
- Assist chapters with guidance regarding paperwork, events, and organizational procedures.
- Participate as Co-Chair of the Advisory Committee alongside the Vice President of Expansion.
- Support members and chapters through educational and engagement initiatives.

## **Reporting & Administrative Responsibilities**

- Complete quarterly reports for National Board meetings.
- Submit annual reports and statistical information as required.
- Maintain accurate office records and organizational files.
- Keep Google Drive folders and office documentation organized and accessible.
- Monitor and maintain office email correspondence regularly.
- Label and organize emails appropriately without deleting important communications.

## **Educational Programming & Member Engagement**

- Create and manage “Did You Know?” educational worksheets and training materials.
- Track member participation and service hours for educational activities.
- Host at least two Open Calls annually for member questions and office engagement.
- Conduct at least two in-service trainings annually focused on membership growth and chapter development.

- Submit in-service presentations for website posting following completion.
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# Leadership Expectations

The Director of Expansion should demonstrate the following leadership qualities:

## Proactive Leadership

- Anticipate challenges and opportunities before they arise.
- Develop strategic plans for membership growth and chapter support.

## Adaptability

- Adjust effectively to organizational changes and membership needs.
- Remain flexible in managing multiple projects and responsibilities.

## Communication Skills

- Communicate professionally with members, chapters, and national leadership.
- Provide clear guidance and accurate information to prospective members.

## Organization

- Maintain organized tracking systems, files, reports, and communications.
- Ensure all records and data are accurate and updated regularly.

## Resourcefulness

- Utilize available resources creatively to support chapter expansion efforts.
- Identify new ways to improve growth and engagement.

## Delegation & Teamwork

- Work collaboratively with national offices and committees.
- Delegate responsibilities appropriately when managing large projects or initiatives.

## Professionalism

- Avoid favoritism and maintain fairness in all recruitment and expansion efforts.
- Represent the sorority positively at all times.