

Lambda Kappa Omega Sorority, Inc.

Director of Social Engagement

Job Description & Duties

Position Title

Director of Social Engagement

Reports To

Vice President of Social Engagement

Secondary Reporting Structure

National President

Position Summary

The Director of Social Engagement is responsible for promoting member involvement, strengthening organizational relationships, increasing member retention, and fostering a sense of belonging throughout Lambda Kappa Omega Sorority, Inc.

This position serves as the primary architect of engagement initiatives that connect members, youth participants, parents, chapters, and community stakeholders to the mission and values of the sorority. The Director develops innovative campaigns, recognition programs, networking opportunities, and social engagement activities designed to increase participation, morale, and organizational pride.

The Director of Social Engagement serves as a liaison between the membership and the National Board by identifying member needs, promoting positive experiences, and encouraging active participation throughout the organization.

Core Responsibilities

Member Engagement & Retention

- Develop and implement programs that increase member participation and involvement.
 - Foster relationships among members, chapters, youth participants, and families.
 - Promote activities that strengthen sisterhood, networking, and organizational unity.
 - Identify opportunities to improve member satisfaction and retention.
 - Serve as a resource for members seeking involvement opportunities.
 - Encourage participation in national initiatives and organizational campaigns.
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Campaign Development & Recognition Programs

- Create quarterly engagement campaigns that recognize and celebrate members.
- Develop creative recognition programs that highlight chapter and member achievements.
- Coordinate incentives, awards, giveaways, and engagement activities.
- Promote positive organizational culture through member spotlight campaigns.
- Develop innovative initiatives that showcase the accomplishments of members and chapters.

Examples include:

- Pink Wednesday Recognition Programs
 - Member Spotlights
 - Service Recognition Campaigns
 - Youth Achievement Features
 - Sisterhood Appreciation Programs
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Social Media Collaboration

- Collaborate with the Media Relations and Marketing Teams on engagement campaigns.
- Assist with the creation of videos, skits, promotional content, and digital engagement activities.
- Support social media initiatives that positively impact membership growth and public awareness.
- Select and recommend content for social media boosting and promotion.
- Ensure engagement content aligns with organizational values and branding standards.

Community & Networking Development

- Serve as Co-Chair of the Networking Committee.
- Assist chapters with identifying community engagement opportunities.
- Encourage partnerships and collaborations with external organizations.
- Support newly established and developing chapters with engagement ideas and networking opportunities.
- Research events and activities that can benefit chapters and members.

Educational Programming

- Develop and distribute "Did You Know?" educational resources and engagement activities.
- Create downloadable worksheets and learning materials related to social engagement.
- Track participation and service hours associated with educational activities.
- Ensure educational materials remain engaging, informative, and relevant.

Open Calls & In-Service Training

- Host a minimum of two Open Calls annually.
- Provide opportunities for members to ask questions and interact with leadership.
- Conduct at least two in-service trainings each year.
- Develop presentations that educate members on organizational growth, engagement, and best practices.
- Submit completed training materials for publication and organizational use.

Conference & Special Projects

- Produce the annual conference video highlighting member accomplishments and organizational activities.
- Coordinate collection of photos, videos, and highlights throughout the year.
- Create presentations and multimedia projects that celebrate the sorority's achievements.
- Support national campaigns and special projects assigned by leadership.

Administrative Responsibilities

Tracker Management

- Maintain and update the Social Engagement Tracker.
- Ensure all data is accurate and submitted on time.
- Track campaign participation and engagement statistics.
- Monitor educational and service hour participation.

Reporting

- Complete quarterly reports for National Board meetings.
- Submit annual reports and statistical summaries.
- Maintain records of campaigns, activities, and engagement initiatives.

Budget Management

- Monitor office expenditures and promotional budgets.
- Track expenses using approved organizational spreadsheets.
- Ensure compliance with financial procedures and budget guidelines.

JotForms & Surveys

- Create and maintain engagement surveys and feedback forms.
- Utilize approved JotForm systems for member engagement initiatives.
- Analyze responses and provide recommendations to leadership.

Communication Responsibilities

- Communicate directly with chapters, members, and offices when appropriate.
 - Follow national communication protocols for mass distribution.
 - Coordinate organizational announcements through the Communications Team.
 - Ensure messaging is professional, accurate, and consistent with organizational values.
 - Maintain positive and productive communication with members and leadership.
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Technology & Record Management

Google Drive

- Maintain an organized office drive structure.
- Store campaign materials, reports, forms, and historical documents appropriately.
- Ensure future officers can easily transition into the role.

Email Management

- Check office email regularly.
 - Respond to correspondence promptly.
 - Maintain organized email folders and labels.
 - Use only authorized sorority-issued email accounts for official business.
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Leadership Expectations

The Director of Social Engagement should demonstrate:

Proactive Leadership

- Anticipate member needs and engagement opportunities.
- Create solutions before issues arise.

Adaptability

- Adjust programs and campaigns to meet changing organizational needs.

Communication

- Listen to member feedback and communicate effectively with leadership.

Organization

- Maintain detailed records and structured engagement plans.

Resourcefulness

- Utilize available resources to maximize member participation.

Recognition

- Celebrate member contributions and encourage continued involvement.

Delegation

- Empower committee members and volunteers through shared responsibilities.