

Λ K Ω Vice President of Recruitment Position Summary

The Vice President of Recruitment of Lambda Kappa Omega Sorority, Inc. serves as the national leader responsible for recruitment initiatives, interest outreach, membership attraction, and growth strategies throughout the sorority. This role focuses on developing innovative recruitment campaigns, increasing organizational visibility, supporting chapter recruitment efforts, and creating opportunities for women to learn more about the sorority and its mission.

The Vice President of Recruitment works closely with the National Board, chapters, membership teams, and communications offices to promote the sorority, support recruitment goals, and maintain engagement with prospective members. This position requires strong leadership, communication, creativity, organization, and marketing skills, along with the ability to connect with diverse audiences and represent the sorority positively within the community.

Responsibilities

- Lead and oversee national recruitment initiatives and membership outreach efforts
- Develop recruitment campaigns to increase awareness and membership interest
- Create and maintain recruitment-focused social media initiatives and engagement groups
- Support chapters with recruitment strategies, outreach planning, and membership growth goals
- Create promotional materials, flyers, videos, and recruitment content for chapters and national campaigns
- Organize and monitor interest groups, informational platforms, and prospective member engagement
- Develop educational and promotional campaigns highlighting the benefits of joining the sorority
- Work collaboratively with Membership, Communications, and Marketing offices on recruitment efforts
- Track recruitment progress, recruitment data, and annual recruitment reporting
- Host or assist with open calls, informational sessions, and recruitment-related trainings

- Create “Did You Know” educational materials and recruitment-based In-Service presentations
- Assist with organizational branding, visibility, and member engagement initiatives
- Maintain communication with chapters regarding recruitment expectations and strategies
- Support organizational growth, retention, and chapter expansion efforts
- Ensure recruitment materials and campaigns align with the sorority’s mission, values, and standards
- Promote professionalism, sisterhood, leadership, and positive representation throughout all recruitment efforts

Experience & Qualifications Needed

- Previous leadership experience within the sorority, recruitment team, committee, nonprofit, or organization preferred
- Strong communication, marketing, and organizational skills
- Experience with social media management, outreach, branding, or promotional campaigns preferred
- Ability to create engaging recruitment materials and communication strategies
- Strong leadership, creativity, and problem-solving abilities
- Ability to work collaboratively with chapters, committees, and national leadership
- Experience planning events, informational sessions, or recruitment initiatives preferred
- Strong attention to detail and ability to manage multiple projects and deadlines
- Ability to motivate, engage, and communicate with prospective and current members effectively
- Ability to maintain professionalism, confidentiality, and organizational standards
- Understanding of organizational structure, recruitment operations, and chain of command
- Commitment to sisterhood, membership growth, leadership development, and organizational success

Preferred Leadership Traits

- Creativity and innovation
- Strong communication and networking abilities
- Professionalism and integrity
- Organization and adaptability
- Resourcefulness and initiative
- Positive leadership presence
- Ability to motivate and inspire others
- Commitment to growth, outreach, and sisterhood