

Λ K Ω Vice President of Social Engagement Position Summary

The Vice President of Social Engagement of Lambda Kappa Omega Sorority, Inc. serves as a dynamic national leader responsible for strengthening member engagement, promoting sorority morale, enhancing social interaction, and creating meaningful connections between members, chapters, youth, parents, and the National Board. This role is instrumental in building a positive and engaging sorority culture while supporting organizational growth, visibility, retention, and sisterhood throughout the organization.

The Vice President of Social Engagement works closely with the Director of Social Engagement, Marketing and Media teams, chapter leadership, and the National Board to develop creative campaigns, social media initiatives, networking opportunities, and engagement programs that highlight the sorority's mission, accomplishments, and sense of community. This role requires strong leadership, creativity, communication, organization, and the ability to inspire and motivate members through innovative engagement strategies.

Responsibilities

- Lead and oversee national social engagement initiatives and member engagement campaigns
- Develop creative outreach strategies to strengthen member participation and organizational morale
- Collaborate with Marketing and Media teams to create engaging social media content, videos, campaigns, skits, and promotional materials
- Plan and implement quarterly recognition campaigns that celebrate members, chapters, and organizational accomplishments
- Promote positive public relations and increase sorority visibility through social media engagement
- Supervise and support the Director of Social Engagement through regular one-on-one meetings and mentorship
- Serve as Chair of the Networking Committee and support newer or less active chapters with collaboration opportunities and community engagement ideas
- Create engaging initiatives that strengthen sisterhood, retention, and chapter involvement

- Coordinate and monitor social engagement trackers, reports, and statistical information
- Host Open Calls, In-Service trainings, and “Did You Know” educational initiatives for the membership
- Assist with Rush and Learn activities and expansion support when needed
- Create annual conference videos highlighting sorority accomplishments, events, and member activities
- Encourage positive member interaction, creativity, and participation across all regions and chapters
- Manage office communications, reports, forms, and organizational records through shared drives and office systems
- Maintain organization of office emails, files, worksheets, campaigns, and engagement records
- Work directly with leadership to ensure communication and engagement efforts align with sorority goals and values
- Promote professionalism, positivity, creativity, leadership, and sisterhood throughout the organization

Experience & Qualifications Needed

- Previous leadership experience within the sorority, social engagement office, committee, nonprofit, or organization preferred
- Strong communication, organizational, and managerial skills
- Experience with social media engagement, public relations, marketing, or community outreach preferred
- Ability to create innovative campaigns, engagement strategies, and member recognition initiatives
- Strong leadership, mentorship, and motivational abilities
- Ability to manage multiple projects, deadlines, campaigns, and communications effectively
- Experience planning events, social initiatives, trainings, or engagement programs preferred

- Strong understanding of organizational structure, communication procedures, and chain of command
- Ability to work collaboratively with leadership teams, committees, and general membership
- Ability to maintain professionalism, positivity, confidentiality, and organizational standards
- Strong problem-solving, networking, and relationship-building skills
- Commitment to sisterhood, membership engagement, leadership development, and organizational growth

Preferred Leadership Traits

- Creativity and innovation
- Strong communication and listening skills
- Organization and adaptability
- Positive leadership presence
- Resourcefulness and initiative
- Ability to motivate and inspire others
- Professionalism and integrity
- Commitment to engagement, unity, and sisterhood