

Recruitment Advisor

Supervisor: Chapter Advisor

Department: Chapter Services

Date Created or Revised: May 2020

Purpose

Recruitment advisors advise a collegiate chapter in planning and executing activities that result in new members joining Gamma Phi Beta and assists in actively identifying, planning for and achieving the long-term, overall membership goals of the Sorority. Recruitment advisors use their experience, leadership and coaching skills to help collegiate officers in the membership department develop as sisters and leaders.

Responsibilities

- Mentor and coach membership department officers by leading educational conversations that prepare them to embrace the roles and responsibilities of leadership and develop Gamma Phi Beta's member competencies.
- Encourage and reinforce chapter, membership department and officer success on a consistent basis by reading monthly officer reports and following up to determine best solutions and praise accomplishments.
- Review primary recruitment plans and advise the membership vice president (MVP) on modifying and implementing plans as necessary in accordance with Gamma Phi Beta policies, procedures and recruitment best practices, National Panhellenic Conference (NPC) policies and procedures and college Panhellenic recruitment rules.
- Work with the MVP and her committee(s) to plan recruitment school activities and develop and facilitate recruitment workshops that build sisterhood and prepare the chapter for recruitment conversation, logistics, membership selection, etc. that result in members joining Gamma Phi Beta and staying actively engaged as new and initiated members.
- Assist the MVP in creating and implementing a year-round continuous open bidding (COB) plan to ensure the chapter is always recruiting to Panhellenic Total.
- Support the chapter in membership selection activities by ensuring they are following all Gamma Phi Beta policies and procedures, which includes but is not limited to, voting, membership requirements, release figure methodology (RFM) recommendations, legacy policy, Membership Committee, etc.
- Evaluate assigned chapter's recruitment performance using the RFM report, new member survey, initiated member survey, among other data sources and work with the MVP to make

future recommendations that address areas of concern and promote member recruitment and retention.

- Serve as a resource to the MVP and membership department and recruitment committee officers through ongoing communication and meet regularly with the MVP to build a relationship, establish expectations, review progress on goals and hold her accountable to her responsibilities.
- Hold the MVP and her department accountable to setting and working toward goals that promote improved chapter operations, engagement, sisterhood and member retention and completing the membership department expectations as outlined in Order of the Crescent.
- Engage in ongoing training and development, review the membership department officer and advisor resources and attend membership department officer and advisor training.
- Serve as an active member of the chapter's advisory board and represent the membership interests of the chapter to the advisory board.
- Collaborate with assigned recruitment supervisor to ensure healthy chapter recruitment operations and address recruitment-specific challenges as they arise.

Expectations

- Volunteer 10-15 hours per week on average during the academic year.
- Travel: Volunteers in this role will be expected to travel up to ten days per year.
- Complete all Fidelity volunteer online lessons and other required training.
- Conduct training conversations with chapter advisor and recruitment supervisor within six weeks of appointment.
- Learn and utilize Beta Base (chapter reporting system), OmegaRecruit (membership selection platform) and any other recruitment platforms for assigned chapter.
- Attend all advisory board meetings, retreats and calls.
- Attend membership department meetings and chapter recruitment activities, and, as requested by the chapter advisor, chapter business meetings, executive council meetings, executive council hearings, affiliated house corporation meetings, Nominating Committee meetings and chapter officer retreats.
- Respond to all communication within 48 hours.
- Pay annual international alumnae dues or be a Life Loyal member. To check if you are in good standing, login at GammaPhiBeta.org > Member > My Profile. On the first tab, if your paid through date is blank or if the date is in the past, you have not yet paid this fiscal year. If you are Life Loyal, you have paid for life and are in good standing!

Preferred Competencies and Experiences

- Commitment to belonging, equity, diversity and inclusion.

- Self-awareness of strengths, challenges and motivation for volunteering.
- Effective, clear and timely written and verbal communication.
- Desire to mentor and coach collegiate women.
- Ability to think strategically about issues to propose a solution.
- Knowledge of Gamma Phi Beta and National Panhellenic Conference recruitment policies, procedures and plans.
- Knowledge of recruitment best practices based on the Sorority's sisterhood research.
- Ability to lead educational conversations with collegians that promote competency development in Gamma Phi Beta's member competencies.

