

MEMBER RECRUITMENT LEAD POSITION DESCRIPTION

Recruitment Lead Mission:

Membership recruitment Lead is a key strategic resource working closely with regional growth directors for supporting and implementing new member recruitment, diversity programs and digital recruitment campaigns within regions.

Qualifications:

- Has an unwavering passion to grow chapters, regions, EO and themselves
- Is a thought leader and subject matter expert in areas of new member recruitment
- Is a recognized as a charismatic leader at the chapter and regional level
 - a. Served as a chapter membership chair
 - b. Attended GLC training for membership chair role
- Has extensive knowledge and interest in digital lead generation programs
- Is aligned with region's strategic priorities
- Is a good advocate of the organization

Expectations and Responsibilities:

- Lead, support and assist chapter recruitment chairs in promoting healthy chapter growth
- Lead monthly membership chair calls and support training for chapter membership chairs by creation and sharing of recruitment tools and best practices
- Provide guidance to chapter membership chairs on how to use chapter recruitment funds for healthy growth
- Align closely with regional growth directors to propose, lead and implement regional strategic growth (including diversity) projects
- Monitor region's growth goals
- Raise and address red flags as identified by the chapters. Provide solutions for membership challenges.
- Align with global digital recruitment campaigns as well as drive regional lead generation initiatives for chapter pipeline development
- Engage with other recruitment leads globally on new member recruitment and digital pipeline development initiatives

Term and time commitment:

- One-year term
- Monthly calls with regional membership chairs
- Weekly calls with regional growth directors
- Monthly calls with other recruitment Leads (global)
- Heavy engagement via membership chairs and recruitment experts
- Regional event participation as required – Trifecta summits etc.

Applying and accepting a PoL role may require that you choose between the PoL role and being an EO trainer or facilitator. **Per EO's Conflict of Interest Policy, Tier 3 member leaders will be reviewed on a case-by-case basis to determine potential conflict of interests under the policy.** For questions, please contact pol@eonetnetwork.org.

