

CHAPTER LAUNCHES LEAD POSITION DESCRIPTION

Chapter Launches Lead Mission:

Chapter Launch lead is a key strategic resource working closely with regional growth director for identifying and launching new markets where EO is not present at.

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
 - c. Former founder of a chapter is a plus
- 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 in new locations
- Lead bi-weekly calls with Champions and support their training by creation and sharing of recruitment tools and best practices
- Provide guidance to founding members on how to use chapter launch funds for healthy establishment of the chapter
- Align closely with regional growth directors to propose, lead and implement regional strategic growth within new areas
- Align with global digital recruitment campaigns as well as drive regional lead generation initiatives for new chapter pipeline development
- Engage with other chapter launch Leads globally on new member recruitment and digital pipeline development initiatives
- Liaise with the Chapter Launch Functional team and provide relevant and constructive feedback from a regional perspective

Term and time commitment:

- Minimum one, maximum two-year term
- Bi-weekly calls with Champions
- Weekly calls with regional growth directors
- Monthly calls with other recruitment Leads (global)
- Potential GLC attendance
- Regional event participation as required – Trifecta summits etc.
- Heavy involvement with the founding teams of chapters in opening phases. This may require travel to these locations.

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.

