

Zeta Beta Tau

A Brotherhood of Kappa Nu, Phi Alpha, Phi Epsilon Pi, Phi Sigma Delta, Zeta Beta Tau

POSITION DESCRIPTION

Position Title: **Growth Coordinator**

Reports To: Interim Director of Organizational Growth

Position Summary:

The Growth Coordinator is a full-time professional staff position that heavily focuses on selling the fraternity experience to active chapters and prospecting Founding Fathers of Prospective Chapters as well as assist with expansion of new groups. This staff member is key to the Fraternity's strategic growth, assisting chapters in remote and in-person recruitment support as well as ensuring new and young groups receive proper training on chapter operations and recruitment. Travel is a required part of this job and all candidates must be willing to travel extensively to visit chapters and improve the well-being of the Fraternity. Estimated travel is 60% to 70% of the year. Specific responsibilities include the following:

1. Chapter/Prospective Chapter Servicing
 - a. Teach brothers how to effectively sell the fraternity experience on their campus.
 - b. Assist chapters in recruiting new brothers through various tactics provided in training.
 - c. Assists chapters in developing the product of ZBT on their campus.
 - d. Serve as the primary liaisons to an assigned number of chapters with a focus on recruitment, brand management, and marketing
 - e. Work with each of the assigned chapters to review current goals, develop new goals, and track progress through the course of each term
 - f. Establish a communication plan with assigned chapters and maintain ongoing contact
 - g. Provide remote and on-the-ground support, as appropriate, support year-round in the areas of conduct, operations, recruitment and education
 - h. Serve as ZBT International Headquarters' primary point of contact for campus-based Fraternity and Sorority Life professionals from their assigned chapters
 - i. Be knowledgeable of all areas of chapter and organizational operations to serve as a liaison to advance support
 - j. Assist chapters in implementation of THE JOURNEY, the Risk Reduction Protocol, appropriate social media use, Standards Board processes, socially responsible recruitment practices and a fiscally responsible budget
 - k. Create and provide resources for undergraduates and volunteers as needed
 - l. Assist chapters in building relationships with the Jewish community and ZBT's strategic partners and philanthropic opportunities (Jewish Women International, Children's Miracle Network, Gift of Life, Zeta Beta Tau Foundation)
 - m. Assist chapters in understanding and successfully achieving accreditation through the Standards of Excellence program
 - n. Other travel may include for staff retreats, conferences, programs.

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2. Recruitment Support
 - a. Provide support for chapters needing assistance with recruitment.
 - b. Assist the Interim Director of Organizational Growth with monthly recruitment-focused support.
 - c. Assist in curriculum design and facilitate recruitment workshops for chapters and prospective chapters.
 - d. Serve as the recruitment coach for an assigned number of chapters/prospective chapters.
 - e. Attend and serve as the ZBT representative at high school recruiting fairs or youth group conventions.
3. Expansion Support
 - a. Lead or assist the collection of membership fees from Founding Fathers.
 - b. Lead or assist in the signing of membership contracts.
 - c. Serve as on-site support for assigned expansion projects, assisting with event planning, recruitment, marketing and interviews.
 - d. Assist in the training of Founding Fathers as appropriate, including but not limited to officer training, THE JOURNEY education, and recruitment strategy.
 - e. Conduct site visits, as appropriate, to upcoming expansion sites as part of the expansion preparation process.
4. Other Duties
 - a. Serves on various standing and ad hoc committees.
 - b. Other duties as assigned as needed.
 - c. Coordinators may assist with or specialize in areas such as growth, prospective chapter support, conduct, heritage, finance, leadership, and other areas of successful chapter management

Qualifications:

- Must have the ability to make independent decisions of significant matters as it relates to marketing and selling the fraternity experience.
- Coordinators must have earned at least a bachelor's degree from an accredited institution of higher learning.
- Good standing membership in Zeta Beta Tau Fraternity is required, and previous involvement as a chapter officer is preferred.
- All candidates must demonstrate a strong understanding of sales, recruitment, chapter management and Zeta Beta Tau's Mission and Credo.
- Candidates should have knowledge in current trends, strengths and threats to the fraternity and sorority community.

How to apply: Complete the [online application](#), including the submission of a resume and cover letter. If you have any questions, you may contact Chief Operating Officer Jason Allen at jallen@zbtnational.org.