



Director of Strategic Growth

POSITION SUMMARY

The Director of Strategic Growth is responsible for overseeing the vision, strategy, and execution of growth for the colonies and chapters of Sigma Pi across North America. This individual will develop and execute a strategic vision for fraternity growth, and is responsible for leading the fraternity growth team. The Director of Strategic Growth will apply industry best-practices to ensure all expansion efforts are successful in helping to execute the vision and mission of the Fraternity. This individual should identify potential campuses for colony expansion, coordinate with the growth team on colony development and support, and coordinate colony development with campus stakeholders, volunteers, and Executive Office staff members. This position reports to the Assistant Executive Director.

PRIMARY RESPONSIBILITIES

- Work in partnership with Fraternity staff, volunteers, and board members to develop and implement a long-term vision and strategy for future Sigma Pi expansion and growth opportunities
- Maintain a list of and develop relationships with potential colleges and universities that would make ideal future expansion sites for Sigma Pi
- Deliver growth materials and dynamic presentations to potential expansion site institutions
- Assess and address individual colony and chapter needs by working with the growth team, local volunteers, and campus administrators
- Recruit, hire, and train a team of Growth Specialists, ensuring their abilities to educate new colony members in areas like recruitment, health and safety, chapter operations, scholarship, etc.
- Work with Growth Specialists to develop a digital media strategy to engage prospective members 90, 60, and 30 days before expansion projects begin
- Provide leadership and management of the day-to-day travel and activities of Growth Specialists
- Provide guidance and support to existing chapters who need to strengthen and improve their existing recruitment practices
- Provide support to the Executive Director and Assistant Executive Director as needed
- Perform other duties as assigned

QUALIFICATIONS AND REQUIREMENTS

- Bachelor's degree required, masters degree preferred
- 5+ years work experience, management experience strongly preferred
- Fraternity/sorority membership required, Sigma Pi membership preferred



- Demonstrated experience with market penetration and new product development
- Collaborative spirit and entrepreneurial approach to work and leadership
- Demonstrated success creating and delivering trainings and programs
- Previous experience leading and training diverse staff teams
- Experience working with volunteer teams/non-profit organizations preferred
- Capability to work independently while maintaining excellent time and project management abilities
- Able to travel and work on a flexible schedule, including some evening and weekend conference calls, colony visits, conferences, etc.

BENEFITS

The salary range for the Director of Strategic Growth is \$45,000 - \$55,000 annually. Employees will receive a salary commensurate with skills and experience. Sigma Pi Fraternity offers a competitive benefits package that includes: health insurance coverage; 401(k) plan availability; flexible paid vacation/personal time; alumni contacts and networking; professional development; and additional employee perks.

APPLICATION INSTRUCTIONS

To apply, send a cover letter and resume to SigmaPi@PhiredUp.com with attention to Woody Woodcock. Direct any questions to SigmaPi@PhiredUp.com.