



Director of Fraternity Growth

September 2024

Are you a natural connector with a passion for storytelling? Do you thrive on building relationships and driving growth? If you're an organized leader with excellent communication skills, excited about Greek life and the future of FarmHouse Fraternity, we want to hear from you! As the Director of Fraternity Growth, you'll play a pivotal role in shaping the next chapter of our story.

FarmHouse Fraternity was founded in 1905 by a group of like-minded students at the University of Missouri who had a few important things in common: they were studying agriculture, and they were looking for community. Today, FarmHouse is that and so much more. The FarmHouse experience is focused on authentic community, leadership in academic achievement, and a strong values-driven organization that is a welcoming place for all students.

Essential Duties and Responsibilities:

1. Existing Member Growth (25%)

- Responsible for furthering the mission, vision and values of FarmHouse Fraternity by developing and managing recruitment marketing strategies, resources and tools.
- Conduct targeted reviews of each chapter.
- Set growth goals for each chapter, providing support with ideas, information and action plans for each specific location.
- Develop success guides and other resources for chapters to understand and set recruitment strategy, train members on recruitment tactics and improve campus visibility.
- Be available via in person, video or phone for chapters needing ideas or assistance in preparing for campus recruitment periods.

2. New Chapter Expansions (25%)

- Review the current FarmHouse footprint among colleges and universities and analyze potential growth opportunities for new chapters. Develop a strategic plan to target specific colleges and universities, based on data, to grow the organization.
- Improve existing relationships with colleges and universities to enable growth goals, while also developing new strategic relationships to bring FarmHouse to new campuses.
- With new expansions, oversee and manage the expansion effort including schedules, budgets, planning and on time execution.

3. Member Education (50%)

- Design, document and deliver training programs to enhance the recruitment and retention skills of chapter members and leaders.
- Mentor and coach chapter recruitments chairs and other key leadership positions to ensure they have the skills needed to meet growth goals and long-term success.
- Develop tangible resources, guides and tools to support chapters in implementing effective

recruiting strategies and finding new ways to attract and retain members.

- Lead workshops, webinars and other educational initiatives focused on best practices in recruitment (storytelling, selling), member engagement and ways to ensure member retention.

Required Qualifications:

- Bachelor's degree.
- Two or more years of professional work experience with proven success in sales and/or recruitment.
- Critical thinking with a strong understanding of recruitment strategies.
- Self-starter and/or experience with start up initiatives (new organizations, growth in an organization, documented sales growth, etc.).
- Exceptional written and verbal communication skills, outstanding interpersonal skills, success with proposals and presentations.
- Self-motivated, self-managed and deadline oriented.
- Proficiency in time management and project management.
- Previous chapter and/or campus leadership experience.
- Demonstrated results and performance, with a strong attention to detail.
- Basic computer skills (documents, spreadsheets, presentations).
- Ability to travel to destinations for meetings and events and be willing to work evening and weekend functions as necessary.
- Must have a valid driver's license, a clean driving record, and a car with valid insurance, or a way to reliably and safely travel to all required destinations.

Preferred Qualifications:

- Member of FarmHouse Fraternity or affiliation in a fraternity/sorority highly preferred.
- Advanced degree in higher education administration, NP management, business/marketing, sales, or similar field preferred
- Sales and/or recruiting experience with demonstrated success.
- G-suite experience.

FarmHouse needs someone who has:

- Passion for fraternity values and a commitment to helping young men develop leadership skills and build character.
- Resilience to keep moving forward in the face of adversity.
- Stellar organizational skills, with the ability to handle multiple priorities.
- High initiative and self-starting ability – highly reliable.
- Coaching, presenting, and facilitating skills.
- An outgoing, independent mindset with the ability to think creatively and strategically to solve problems.
- Policy knowledge and adherence accordingly.
- Excellent written and verbal communication skills, with emphasis on the ability to communicate and work with people from a variety of backgrounds.
- An ability to motivate, support, and develop others with a positive attitude.
- A sense of urgency to drive results, while demonstrating professionalism.
- Ability to travel approximately 25%-50% depending on the time of year.

Reporting Roles: Reports to the CEO/Executive Director.

Compensation: The range for this position is \$50,000 - \$75,000 and will be dependent upon experience and skill set. This position is eligible for an annual bonus.

Benefits: This position is given PTO (paid time off) of ten (10) holidays and fifteen (15) vacation days. We offer employee health, dental, and vision insurance with the majority covered by the employer, and dependent health, dental, and vision insurance with 15% covered by the employer. We offer life insurance with a value of \$100,000, and a Simplified Employee Retirement Plan contribution of 8% of total gross pay (salary and bonus) paid monthly. A medical reimbursement allowance of up to \$1,500 annually (for non-HSA plans), and cell phone reimbursement of up to \$75/month. Includes a company credit card for work-related expenses.

Work Arrangements: This position can reside in our FarmHouse Headquarters building in Kansas City, Missouri, or can be fully remote.

Interested? If you're ready to be a part of a growing organization that values community, leadership, and integrity, we'd love to hear from you! Submit your resume and a letter of interest to joinus@farmhouse.org.