



## Position Description

### Director of Strategic Growth

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**Location:** Plainfield, Indiana or Remote  
**Reports to:** Executive Director  
**Education:** Bachelor's Degree or higher  
**Salary:** Base of \$45K-\$55K ++

Triangle Fraternity is unique as the nation's premier STEM+Architecture men's fraternal organization. Our members are creative, smart, and skilled at finding solutions to problems. Our chapters provide support and assistance to students to help them achieve good grades, on-time graduation, and great jobs after. Our nearly 20,000 alumni are some of the most generous and supportive in the fraternity community.

We now seek a special individual with proven talents in recruitment, marketing, and public relations to increase our national footprint at current and prospective campuses. This is a full-time director level position with reporting relationships to our CEO and close interaction to our National Council. There will be opportunity for travel, growing your own professional skills and network, and supervision. More importantly, the successful candidate will play an invaluable role in strengthening Triangle's legacy on campuses across the nation.

#### **Position:**

The Director of Strategic Growth is responsible to build and support a pipeline of prospective host campuses, for the activity toward the selection of expansion projects, and the eventual establishing of new colonies on those campuses. In addition, the Director will coordinate special attention to current chapters requiring reorganization or special recruitment assistance. Periodic travel is required, including extended stays at some locations. This is an ideal opportunity for those who have worked for their national organization as an expansion or recruitment specialist with a proven track record in recruitment. The following responsibilities are expected...

#### **Current Chapters/Programs:**

- Support and Assist current Triangle Recruitment Coaches (TRC) with information, ideas, and action plans for their client chapters.
- Develop success guides and other resources for chapters to understand and set recruitment strategy, train members on recruitment tactics and improve campus visibility.
- Work within new branding program to help chapters adopt and re-position themselves within the new Triangle "product".
- Consult via phone, video or in person with chapters needing ideas or assistance to prepare for campus recruitment periods.

- Work with Director of Alumni Engagement to increase alumni volunteer ranks and improve alumni training and resources to support stronger recruitment planning.
- Work with Director of Leadership Programs to improve undergraduate recruitment training and resources to chapters.
- When needed, design and execute special assistance plan to recruit new members to re-energize a struggling chapter.

**New and Young Colonies/Chapters:**

- Update/Improve Chartering “Binder” to guide new groups to chartering within 18 months.
- Work with current colonies to guide and encourage growth to chartering goals.
- Connect new groups to established chapters within a big/little mentoring program.

**Expansion:**

- Serve as the primary staff liaison in exploring and determining future campuses for expansion based on approved Expansion strategy.
- Vet expansion inquiries received by Triangle Fraternity – utilizing a range of data sources to inform planned expansion decisions.
- Build and Execute colonization plans for new campuses, including budget, timeline, alumni support, campus relations, and pre-visit and on-site recruitment to colony goals.
- Work with new colonies to clarify colonization and chartering objectives and help to establish the accompanying timeline for a colony to charter as a chapter of Triangle.
- Work with Director of Alumni Engagement to identify, recruit and train alumni volunteers to support new colonies.

**Other:**

- Serve on national Growth Committee to strengthen strategy and training to improve national recruitment efforts.
- Work with Director of Communications on website, social media and print presence to better communicate Triangle’s story and value proposition to public.
- Work closely with women’s STEM groups to evaluate opportunity for partnerships at new campuses or increasing visibility and growth at existing campuses.
- Represent Triangle at regional and national events for AFA, NIC, FEA and other industry groups.

**Internal Relations:** The Director will work closely with the Executive Director and other Fraternity, Foundation and Housing staff, and with the Growth Committee of the Triangle National Council.

**External Relations:** This position will have regular contact with colony members, alumni advisors, house corporation board members, national/regional volunteers, and campus faculty/staff. We also encourage participation in professional development opportunities through our industry/trade organizations.

**Qualifications:**

- Two or more years of professional work experience is expected, with proven talent in on-campus recruitment and marketing/sales.
- The position requires outstanding interpersonal skills, time management abilities, and project management skills with pragmatic results orientation.
- A bachelor's degree from an accredited institution of higher learning is required. A master's degree in higher education, student affairs or related is an added benefit.
- Willingness and ability to travel frequently and for extended periods of time, including many night and weekend commitments and some holidays.
- Competence in MSOffice suite and social media/web management is preferred.
- Experience as or working with STEM students and/or professionals is a benefit.

**Compensation:**

Base pay at \$45K-\$55K plus benefits, travel and bonuses, based upon experience and results. Benefits include health/dental/vision insurance after 90 days, and a retirement plan with company match is offered after 1 year of employment.

**Application Process:**

Resumes will be accepted until the position is filled. To apply, send a cover letter, resume, and list of three professional references to:

Tom Pennington  
Executive Director  
tom@triangle.org

or via mail to the address below.