

Recruiting Chairman Position Description

Position Purpose:

To plan and implement programs to recruit first time guests and turn guests into members.

Principal Responsibilities:

- Develop and lead an annual recruiting plan in coordination with the Member Relations Committee (MRC) and the Publicity and Image Committee(P&I). Upon BEC approval, ensure it is effectively implemented and that its results are periodically reported to the MRC and P&I Chairmen, the BEC and the members.
- Work to create a branch culture where members recognize their responsibility to recruit guests who will become members.
- Ensure Branch members are recognized for their efforts and success in recruiting new members.
- Determine ways to stimulate members to bring guests, working with other RAMP and major activity chairmen in a collective effort to recruit new members.
- Improve the success of Branch recruitment efforts by developing an understanding of reasons why guests and applicants elect not to join by obtaining feedback regarding their impressions and reasons.
- Work closely with the Member Relations Chairman to monitor guest, applicant and membership statistics and recommend improvements to the Big Sir and the BEC.
- Build a team of branch recruiters if needed, by attracting volunteers with appropriate valued behaviors and train them in effective recruiting techniques.
- Communicate the recruitment objectives status periodically to Branch members through announcements and branch bulletin articles.
- In branches with no publicity chairman, publicize through local social media and newspapers speakers and other SIR events to create community awareness of SIR. Use recruiting tools like tri-folds, etc. to be placed on community bulletin boards, at local golf courses and bowling alleys, at fishing locations, etc.

SIR Leader Expectations, Skills and Knowledge Required:

- Understand the RAMP Tool Kit videos and video learning points sections applicable to the function.
- Understand the SIR Leader Expectations.
- Build close relationships with key branch leaders and volunteers to enhance the overall effort.
- Use common word processing, spreadsheet, presentation and email software.
- Understand the SIR organization and whom to contact for specific information and advice.

- Possess knowledge of the contents of the SIRINC.ORG website with particular emphasis on recruiting best practices found in the Branch Information Section.

(Updated 2/28/19 P&P Committee)