

**Position Title:** Assistant Director of Marketing

**Team:** Vice President of Community Engagement, Director of Marketing, Director of Philanthropy, Community Engagement Intern

**Reports to:** Director of Marketing

**General Summary:** We are looking for a highly motivated creative type eager to contribute ideas, with an enthusiasm for marketing, web presence, product design, and with a strong eye towards detail to help achieve our branding, marketing and recruitment goals for Gamma Phi Omega International Sorority, Inc.

The successful applicant will collaborate on various projects such as management of brand standards, design of social media campaigns and reporting tools, updates to website content and other publicity platforms, development of paraphernalia products for Swan Shop/ recruitment/ expansion purposes, fostering relationships with Greek product vendors, among other. Applicant must be comfortable taking direction from team members and should expect to take initiative to research and learn about current and emerging trends that offer an increased potential in benefits to the organization. Applicant may expect to work between 5-10 hours per week, or be able to commit to a project from inception to completion.

**Principle Duties, Responsibilities, and Other Job Related Information:**

- Edit websites in HTML, update social media channels and other publicity platforms
- Design and prepare engaging digital content, including video, and other products for use on websites, social media and recruitment and expansion efforts
- Conceptualize and design paraphernalia products for national Swan Shop and monitor licensing agreements and product standards for Greek product vendors
- Maintenance of Swansnest Backend communication platform
- Create training tutorials and documentation guides
- Cross-collaborations with directors of member operations and expansion, and executive team
- Take on ad-hoc projects, as needed

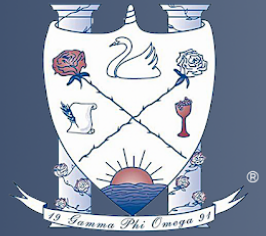
**Position Requirements (Minimum Knowledge, Skills, and Abilities Required):**

- Degree in technology or creative services and/or comparable work experience
- Outstanding writing, editing and verbal skills

# GAMMA PHI OMEGA<sup>®</sup>

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- Excellent knowledge of Adobe Creative Suite (Photoshop, InDesign), HTML/CSS/JavaScript, MS Office Suite, Canva, and video editing programs
- Familiarity with Content Management Systems (CMS) such as WordPress and analytics tools
- Ability to work independently with minimal day-to-day supervision but with weekly virtual/ phone/ in-person status check-ins

### **Position Benefits:**

- At conclusion of service, successful applicant may solicit a Letter of Recommendation or Reference from the Director of Marketing for use in professional career advancement
- Enhanced work-product portfolio
- Development and refinement of skillset in the areas of marketing, design, emerging technology tools, customer/vendor relationship management, strategic planning, and project management
- Development and refinement of key transferable skills such as critical thinking, time management, and cross-collaborations