Position Title: Director of Marketing

Team: Assistant Director of Marketing, Director of Social Policy & Education

Reports to: Vice President of Community Engagement

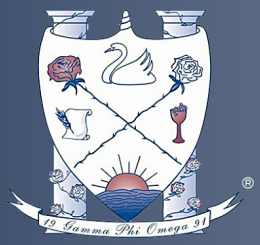
General Summary: The Director of Marketing is responsible for promoting the positive profile of the Sorority, and creating awareness of the Sorority's activities, by engaging with members, campus communities, family, friends, prospective members, and the general public through digital and print mediums, including: social media, websites, wikis, blogs, message boards, online forums, and other sites and services that allow users to share information.

Principle Duties, Responsibilities, and Other Job Related Information:

- Develop and implement comprehensive marketing strategies to strengthen the Sorority's brand identity
- Maintain national social media platforms; public-facing, members only, and conference websites
- Enhance and maintain governing policies that address social media, brand standards, and online conduct
- Design and prepare engaging digital and print content, including video, and other products for use on websites, social media, and recruitment and expansion efforts
- Develop standardized digital and print material for usage by alumnae and collegiate chapters, monitor and approve promotional material produced by alumnae and collegiate chapters
- Conceptualize and design paraphernalia products for national Swan Shop and monitor licensing agreements and product standards for Greek product vendors
- Provide training documentation guides for areas related to Brand Standards
- Cross-collaborations with directors of member operations and expansion, and executive team
- Establish and maintain business relationships with Greek paraphernalia vendors, website vendors, etc.
- Take on ad-hoc projects, as needed

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

- At least 3 years post bachelor's degree attainment preferred
- Must have at least 2 years leadership experience (sorority or professional)
- Degree in technology or creative services and/or comparable work experience



• Outstanding writing, editing and verbal skills

• 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

Position Benefits:

• Enhanced work-product portfolio for use in professional career advancement

• 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

• At conclusion of service, successful applicant may solicit a Letter of Recommendation or Reference from the Vice President of Membership Services for use in professional career advancement

Sorority Incentives:

All NBOD will be required to pay alumnae dues by June 15th and will be entitled to a 100% reimbursement at the close of the fiscal year (May 31, 2023) upon meeting the following expectations:

- Attendance at 75% of NBOD meetings in person or virtual
- 100% monthly reporting
- Maintain and return any sorority issued equipment
- Agree to the following:
    - NBOD Expectations, Responsibilities and Duties
    - NBOD Code of Ethics Contract
    - Non Disclosure Agreement