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## **Job Description**

### **Social Media and Marketing Coordinator**

Leads communication for the organization on digital platforms. Ensures all external content meets organization marketing and branding standards.

Reports to: Director of Communications

Status: Regular, full-time, exempt

Performance Evaluations: Annually unless otherwise outlined in the Human Resources Manual

### **ESSENTIAL FUNCTIONS:**

1. Lead and execute social media strategy and content cultivation
  - Work with departments regarding their social media needs
  - Ensure a robust and active presence on all social media platforms
  - Provide quick and informative responses to inquiries and concerns on online platforms
  - Produce comprehensive social media analysis
  - Create comprehensive marketing campaigns for events and organization initiatives
2. Enhance organization websites by creating and updating content
3. Execute email marketing campaigns and newsletters to key audiences
4. Research Chapter and Member recognition opportunities
5. Advertise and create opportunities for non-dues revenue
6. Assist the Foundation Board by creating campaigns for donors
7. Create external communications, including press releases
8. Confirm Phi Sigma Pi collateral meets brand expectations and trademark agreements
9. Ensure overall consistent branding and visual integrity for the Fraternity and Foundation
10. Ensure that all Phi Sigma Pi publications meet the style guide expectations
11. Any additional projects or tasks assigned by the Director of Communications

### **QUALIFICATIONS:**

- Four-year college degree
- Minimum of one year experience in creating content for social media platforms, as well as periodical and non-periodical activities of an organization
- Expertise with social media platforms
- Proficiency in web content management systems and email marketing platforms
- Creative and thoughtful about how new media technologies can be utilized
- Independent, problem solver, results-oriented and can take direction
- Excellent and persuasive communicator
- Ability to tell dynamic and engaging stories that have calls to action
- Energetic, flexible, collaborative and proactive
- Experience with the following preferred: Adobe Suite, project management