Marketing coordinator

Department: Marketing & Communications

Position Title: Marketing Coordinator

Status: Non-Exempt

General Description: Responsible for all marketing communications of Alpha Delta Pi, including but not limited to social media, website content, the Alpha Delta Pi Blog, video development, and sorority event communications.

Duties Performed

* Plan, edit, and execute all online and social media communications for the sorority in accordance with the communications calendar. Execute timely communications as they arise from special campaigns or staff/volunteer needs. Platforms include, but are not limited to: Facebook, Twitter, Instagram, Pinterest, Alpha Delta Pi Blog, LinkedIn, Alpha Delta Pi website, and YouTube.
* Work closely with the Information Technology Department to provide website content and updates.
* Work closely with the Membership Team to identify and discuss innovative ideas being launched by chapters, alumnae associations, campuses and other groups as well as create, pilot, and implement new communications strategies for the sorority.
* Supply content for sorority publications, including but not limited to The Adelphean, The Chronicle, Collegiate Chronicle, Alumnae Chronicle, Parent Chronicle, and House Corporation Chronicle.
* Work with video/photography contractors to create storyboards, themes, etc. for video projects.
* Assist with preparation and creation of programs for Leadership Seminar and Grand Convention, including collecting and editing scripts, creating run-of-shows, coordinating rehearsals on site, and working with hotel staff to ensure programming executes smoothly.
* Collaborate on major sorority marketing campaigns.
* Serve as back-up to the Analytics and Communications Coordinator for the electronic messaging system (MailerLite).
* Perform other duties/special projects as assigned by the Director of Marketing and Design, Senior Director of Marketing and Communications, or Executive Director.
* Travel to Leadership Seminar, Grand Convention, District Leadership Conference and other meetings or conferences as necessary to perform job duties.
* Review job description annually; make revisions as necessary and appropriate.
* Manage multiple projects simultaneously to completion on time and on budget (when applicable).

Background and Experience

Required

* Bachelor’s Degree, preferably in public relations, journalism, marketing, or communications
* Proficiency in Microsoft Office, Adobe Acrobat, and other software
* Knowledge of the Adobe Creative Suite (Photoshop, Illustrator, InDesign) is a bonus
* Knowledge of mass mailing programs such as MailerLite, Real Magnet, or Mailchimp
* Knowledge of website maintenance
* Knowledge of communications, marketing, and social media trends
* Accuracy, attention to detail, and excellent written, oral, presentation, interpersonal, customer service, listening and organizational skills required
* Initiative, problem-solving, critical thinking, teamwork, flexibility, multi-tasking, positive attitude
* Ability to multi-task, prioritize, and work effectively in an environment where priorities vary and can shift widely.

recommended

* Member of Alpha Delta Pi.
* Chapter experience which includes knowledge of chapter operations.

Degree of Supervision: Moderate

From: Director of Marketing and Design

Extent of Supervision Given: None

EMPLOYMENT LOCATION: This position is based at Alpha Delta Pi’s Executive Office in Atlanta, GA.