

# Alpha Delta Pi

BE THE FIRST

## 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, the Alpha Delta Pi Blog, video development, website content, and sorority event communications.

### Duties Performed

- Plan, edit, and execute all online and social media communications for the sorority in accordance with the communications message calendar. Execute timely communications as they arise from special campaigns or staff/volunteer needs. Platforms include, but are not limited to: Facebook, Twitter, Instagram, LinkedIn, Youtube, Vimeo, Tik Tok, Pinterest, Alpha Delta Pi Blog, and the Alpha Delta Pi website.
- 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 Diamond Digest, The Chronicle, Collegiate Chronicle, Volunteer Chronicle, Family Chronicle, and House Corporation Chronicle.
- Create, edit and produce videos. Work with video/photography contractors to create storyboards, themes, etc. for video projects.
- Manage chapter marketing in collaboration with Recruitment and Marketing Directors. Consult with chapter officers on individual campus chapter marketing plans, create monthly chapter marketing guides.
- Deliver webinars and build Library courses pertaining to public relations, social media, and marketing.
- 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).
- Work closely with the Information Technology Team to provide website content and updates.
- Serve as a member of the Publications Committee
- Perform other duties/special projects as assigned by the Marketing and Design Manager, Senior Director of Marketing and Communications, or Executive Director.
- Travel to Leadership Seminar, Grand Convention, 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
- High level of proficiency in the Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere)
- Knowledge of mass mailing programs such as MailerLite, Real Magnet, or Mailchimp
- Knowledge of communications, marketing, and social media trends
- Knowledge of NPC and other fraternity and sorority organizations
- 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 officer or volunteer experience, including knowledge of chapter operations.
- Knowledge of Wordpress CMS or other content management systems
- Knowledge of Facebook and Google ad manager

**DEGREE OF SUPERVISION:** Moderate

**FROM:** Marketing and Design Manager

**EXTENT OF SUPERVISION GIVEN:** None

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