ALPHA DELTA PI
First. Finest. Forever. Since 1851.

Marketing and Communications Coordinator
Executive Office Job Description

Department: Leadership Services
Position Title: Marketing and Communications Coordinator
Status: Exempt
General Description: Responsible for all internal and external communications of Alpha Delta Pi, including but limited to, manuals, newsletters, graphic design, social media and marketing campaigns.

Duties Performed

1. Oversee Alpha Delta Pi's web and social media (Facebook, Twitter, Instagram etc.) presences for real-time marketing to our members.
2. Creates and aids in updates of strategic marketing and communications plans.
3. Guards the Alpha Delta Pi visual identity to make sure that chapters, alumnae and licensed vendors are using our proper marks, colors and fonts.
4. Graphic designer for the sorority.
5. Plan, edit, design and execute printed and electronic internal and external communications for the sorority, including Expansion materials for the Growth and Development Department.
6. Review editorial and design content assuring the accuracy and consistency of all publications.
7. Work closely with the IT Support Lead Coordinator for website content and updates.
8. Work closely with the Leadership Services Manager and Leadership Consultants to identify and discuss innovative ideas being launched by chapters, campuses and other groups as well as create, pilot and implement new marketing and communication strategies.
9. Work closely with the Executive Director to solicit new licensed vendors, maintain relationships with existing vendors and promote the licensed vendor program.
10. Create, design, edit, print and distribute newsletters, including but not limited to, *The Chronicle*.
11. Design, revise, print and distribute chapter and alumnae forms as needed, and post appropriate forms and articles on the sorority website.
12. Serve as Chair of the Training and Resource Review Committee.
    a. Review, edit and approve the publication of both new manuals and the revision of existing manuals.
    b. Work with Grand Council and staff to establish publication priorities.
    c. Meets via conference call once a year and additionally as needed.
13. Serve as a member of the Publications Committee, which:
    a. Sets and reviews editorial policy for primary (*The Adelphean,* etc.) and secondary (newsletters, website, etc.) publications, recommending any editorial policy changes to Grand Council.
    b. Meets at least once a year.
14. Serve as a staff liaison to the sorority public relations firm.
    a. Review chapter and alumnae association press releases and videos.
    b. Meet via conference call when necessary.
15. Perform other duties/special projects as assigned by the Leadership Services Manager or Executive Director.
16. Travel to Leadership Seminar, Grand Convention, District Leadership Conference and other meetings or conferences as necessary to perform job duties.

17. Assist with preparation and programs for Leadership Seminar, Grand Convention, and District Leadership Conferences.
18. Review job manual and job description annually; make revisions as necessary and appropriate.
19. Manage multiple projects simultaneously to completion on time and on budget *(when applicable)*

Suggested Background and Experience

1. Member of Alpha Delta Pi
2. Bachelor's Degree, preferably in public relations, marketing, journalism or communications
3. Proficient in Microsoft Office, social media platforms and strategy and AP Style
4. Working knowledge of the Adobe Creative Suite (InDesign, Photoshop, Illustrator etc.), video editing software and photo composition
5. Recent chapter experience which includes thorough knowledge of Chapter Operations
6. Accuracy, attention to detail, and excellent written, oral, presentation, interpersonal, customer service, listening and organizational skills required
7. Initiative, problem-solving, critical thinking, teamwork, flexibility, multi-tasking, positive attitude
8. Ability to multi-task, prioritizes, and works effectively in an environment where priorities vary and can shift widely.

Degree of Supervision: Moderate

From: Leadership Services Manager

Extent of Supervision Given: Moderate

To: Works with mobilizing staff