



Job Title: **content marketing and social media specialist**
Department: Marketing and Communications
Reports to: director of marketing and communications
FLSA Status: non-exempt; full-time
Location: Columbus, Oh or remote eligible

Apply Link: <https://www.formpl.us/form/1620426002>
Application Deadline: November 9, 2020

Job Summary:

- To work in conjunction with Delta Gamma Council, Executive Offices staff and volunteers to support marketing and overall communication initiatives.
- To perform assigned duties in conformity with the Constitution and policies of Delta Gamma Fraternity and Foundation.

Essential Functions:

- Edit and update marketing materials, handbooks, facilitator guides, etc. as assigned with subject matter experts.
- Edit and upload documents to the website library.
- Manage social media calendar and posts on social media platforms regularly in alignment with the Fraternity's social media strategy, including Facebook, Twitter, LinkedIn, Instagram, and other emerging social media platforms.
- Analyze social media campaigns and compile engagement analytics.
- Collect submissions, edit and distribute a portion of e-newsletters assigned.
- Support development of communications presentations and materials as needed.
- Collaborate to create new initiatives for social media, including local initiatives, to engage the Delta Gamma membership and brand inter/nationally and locally.
- Monitor social media crises.
- Be familiar with and help enforce all aspects of Delta Gamma's brand guidelines, style guide and social media policy.
- Offer social media technical advice to collegiate chapters and alumnae groups.
- Support deltagamma.org website content updates including blog posts, press releases, link updates, modifications to the recruitment microsite, etc.
- Serve as the liaison between the operations team and marketing and communications department for restocks on letterhead, business cards, envelopes and other needs.
- Serve as the responsible party in coordinating with print vendors as needed, including reviewing proofs.

- Produce and verify database pulls for the communications department as assigned.
- Participate in working groups as assigned or interest and time allows.
- Attend all DG events as assigned (i.e. Institutes, OTS, Convention).
- Other duties as assigned.

Qualifications:

- 0-3 years' experience through internships or professional roles
- Proficient in Microsoft Word, Excel, PowerPoint and Outlook
- Strong copyediting abilities, including knowledge of AP style
- Basic knowledge of Adobe InDesign, Illustrator or Photoshop
- Responds to all communication in a timely, friendly and accommodating manner
- Strong priority and project management skills
- Bachelor's degree in English, Business, Communications or Journalism
- Experience with web development/basic CSS coding a plus