



## PI KAPPA PHI

### **Assistant Communication Director, Content Editor Detailed Position Summary**

#### **ROLE OF THE ASSISTANT COMMUNICATION DIRECTOR**

Pi Kappa Phi is a values-based membership development organization that focuses on building brotherhood through character enhancement, leadership development, academic achievement, commitment to service, lifelong friendship and social experiences.

The Assistant Communication Director works with the Assistant Executive Director of Communication to create and execute the fraternity's comprehensive communication strategy, which includes branding, public relations, web development, social media and marketing.

The Assistant Communication Director reports to the Assistant Executive Director of Communication and has substantial responsibility for collaboration and communication within other areas of fraternity operations. Specifically, this position will serve as the primary writer and editor for the organization and lead project management for Star & Lamp magazine.

#### **REQUIRED QUALIFICATIONS**

- Bachelor's degree in journalism, marketing, digital media, communications or related field
- Familiarity with business use of social media platforms (Facebook, Instagram, Twitter, YouTube, etc.)
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Strong knowledge and command of AP style
- Must be a self-starter and deadline driven
- Ability to balance multiple projects at once
- Ability to work a flexible schedule and travel
- Ability to work independently and in a highly collaborative team environment
- Critical thinking, planning and organization, administrative and leadership skills
- Excellent interpersonal skills (both verbal and written) with demonstrated effectiveness in interacting with individuals of various social, cultural, economic and educational backgrounds
- Position is based in Charlotte, North Carolina

#### **PREFERRED QUALIFICATIONS**

- Two to three years of experience in communication, public relations or journalism
- Fraternity/sorority life experience (through membership or professional experience)
- Experience in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, After Effects, etc.)
- Layout, graphic design and photo editing skills



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### **BENEFITS**

The Assistant Communication Director will receive a salary commensurate with experience. Additionally, Pi Kappa Phi Fraternity offers a competitive benefits package, including group health, dental and disability coverage; annual flexible spending plan; 401(k) plan availability; paid time off and holiday leave; and professional development funds

### **RESPONSIBILITIES**

- Support Assistant Executive Director of Communication in branding, publishing, marketing, engagement and all communication efforts
- Serve as primary writer and editor
- Serve as managing editor of Star & Lamp magazine and Pi Kapp News, setting deadlines for content, crafting short and longform articles and organizing communication with department leadership
- Manage printing and publishing projects
- Write and edit newsletters and other email communications
- Write and edit public relations materials, including press releases, crisis communication materials and chartering articles
- Create content for the fraternity's website
- Assist with social media content creation and cultivation
- Assist with photography, videography or audio/visual needs at events
- Monitor organization's news presence
- Recruit and manage summer public relations interns
- Ensure all materials meet corporate branding standards
- Attend Fraternity Communications Association annual meeting
- Other duties as assigned

### **HOW TO APPLY**

Please email a cover letter (including salary requirements), résumé, portfolio samples or website URL and three professional references to Monica Ceja, Assistant Executive Director of Communication, at [mceja@pikapp.org](mailto:mceja@pikapp.org).

### **FOR MORE INFORMATION**

Please contact Monica Ceja, Assistant Executive Director of Communication at [mceja@pikapp.org](mailto:mceja@pikapp.org).