



PI KAPPA PHI

Assistant Director of Communication, Digital Media & Marketing Detailed Position Summary

ROLE OF ASSISTANT DIRECTOR OF COMMUNICATION

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 video production, photography, branding, 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 lead online and digital communications.

REQUIRED QUALIFICATIONS

- Bachelor's degree in marketing, digital media, communications, photography or related field
- Experience with business use of social media platforms (Facebook, Instagram, TikTok, Twitter, YouTube, etc.)
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Knowledge of AP style
- Experience with digital photography and media
- 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 interacting with individuals of various social, cultural, economic, and educational backgrounds

PREFERRED QUALIFICATIONS

- Fraternity/sorority life experience (through membership or professional experience)
- Proficiency in Adobe Creative Suite (Premiere, After Effects, InDesign, Photoshop, Illustrator)
- Experience in photography, videography and video editing
- Layout, graphic design and photo editing skills
- Web management experience
- HTML and CSS knowledge a plus



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BENEFITS

The Assistant Director of Digital Media 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

- Manage and enhance social media channels, including Facebook, Instagram, TikTok, Twitter, YouTube, LinkedIn
- Identify and execute social media strategy (including enforcing posting guidelines and best practices)
- Cultivate, plan and schedule social media content
- Communicate with chapters to get content and information for social media and news stories
- Manage, create and edit mass emails
- Shoot and edit photos at large events
- Manage and update the fraternity's websites; assist in planning and executing new websites and applications; update, edit and enhance the fraternity's websites
- Create analytics reports to measure engagement
- Assist in enforcing brand standards
- Attend Fraternity Communications Association annual meeting
- Other duties as assigned

HOW TO APPLY

Email Assistant Executive Director of Communications Monica Ceja at mceja@pikapp.org. Include a résumé, cover letter with salary requirements, and three professional references.