



## **DIRECTOR OF DIGITAL MEDIA**

### **Role of the Director of Digital Media**

Pi Kappa Phi Fraternity 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 director of digital media leads the development and execution of digital marketing and communications strategies that strengthen Pi Kappa Phi's brand and engage members, alumni, donors and key stakeholders. This role manages content creation, social media, web content, email marketing and enterprise-wide digital storytelling across all Pi Kappa Phi entities: the Fraternity, The Ability Experience, the Pi Kappa Phi Foundation and Pi Kappa Phi Properties.

Reporting to the senior director of marketing and communications and collaborating with the members of the marketing and communications team, the director of digital media will serve as a key architect of compelling, mission-aligned messaging that increases visibility, drives engagement and reinforces the organization's values and vision.

### **Required Qualifications**

- Bachelor's degree in communications, journalism, marketing or a related field
- Demonstrated success managing digital content and communications
- Proficiency with major social media platforms (Instagram, Facebook, LinkedIn, YouTube, X/Twitter)
- Experience working with Microsoft Office Suite and in both PC and Mac environments
- Strong command of AP Style and editorial standards
- Excellent writing, editing and storytelling skills across platforms
- Ability to manage multiple projects and deadlines independently and collaboratively
- Flexible, proactive and able to travel as needed
- Strong interpersonal skills with the ability to engage diverse audiences
- Excellent interpersonal skills (both verbal and written) with demonstrated effectiveness in interacting with individuals of various social, cultural, economic, and educational backgrounds

### **Preferred Qualifications**

- Experience in fraternity/sorority life (as a member or professional)
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Experience with CMS platforms and email marketing tools
- Skills in photography, video production, and editing
- Knowledge of public/media relations practices

## Benefits

The 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; and paid time off and holiday leave.

## Key Responsibilities

- **Digital Communications Leadership:** Lead the planning, creation, execution and analysis of digital communication strategies across web, email and social platforms to ensure consistent, audience-focused messaging.
- **Content Strategy and Development:** Write, edit and produce engaging short- and long-form content tailored to multiple platforms and audiences (publications, website, email campaigns and social media).
- **Website Management:** Maintain and update Pi Kappa Phi websites with timely, relevant content; support SEO optimization and user experience improvements.
- **Social Media Oversight:** Manage social media platforms for the Fraternity and The Ability Experience, including content calendars, post creation, performance analysis and community engagement.
- **Email Marketing:** Develop and manage email marketing campaigns using CRM and CMS platforms; optimize for engagement and deliverability.
- **Brand Consistency:** Ensure all communications align with brand standards, voice and visual identity guidelines.
- **Analytics and Reporting:** Monitor performance metrics across digital channels to assess impact and refine communication strategies.
- **Intern Supervision:** Assist with recruitment, mentorship and management of communication interns.
- **Event Support:** Attend key events to support event logistics and digital storytelling through content capture (writing, photography, video).
- Other duties as assigned.

This position is a Charlotte-based position; remote opportunities will be evaluated on a case-by-case basis.

To apply for this position, email a resume and cover letter to [Marc Ramirez](#). The position will be open until filled.