

JOB TITLE: Marketing and Brand Advancement Specialist

ENTITY: Alpha Chi Omega Fraternity

DEPARTMENT: Marketing and Communications

REPORTS TO: Director of Marketing and Communications

EFFECTIVE DATE: October 2026

FLSA CLASS: Exempt

JOB LOCATION: Headquarters or remote

JOB SUMMARY

The marketing and brand advancement specialist is an integral member of the marketing and communications team, supporting efforts of the Alpha Chi Omega Enterprise, including the Fraternity, Foundation, National Housing Corporation and Pearl Stone Partners. This team member provides support in advancing brand awareness, strengthening Alpha Chi Omega's brand reputation, increasing member engagement and improving organizational efficiency and effectiveness.

ESSENTIAL FUNCTIONS AND REQUIREMENTS

FUNCTION	REQUIREMENTS
Communications and Marketing	• Executes organization and chapter-level brand collaborations • Executes non-dues revenue program including licensing, brand identity guidelines and vendors/merchandising ○ Initiates and manages discussions and sales with sponsors and agencies ○ Negotiates agreements with vendors and sales representatives ○ Identifies opportunities for additional organizational growth with sponsorships and partnerships • Manages Shop Alpha Chi, Alpha Chi Omega's online boutique, by developing merchandising and promotional strategy and ensuring the boutique is

	offering quality, affordable and on-trend merchandise that is also profitable for the Fraternity • Conceives and executes videos as part of Alpha Chi Omega's larger social media strategy to promote and support education programs, events, awareness, holiday and heritage recognition, etc. • Promotes and acts on quarterly communication themes across all communication platforms • Assists in monitoring social media for Alpha Chi Omega news, potential threats and emerging trends in the fraternity and sorority life space • Assists in producing videos in-house for Enterprise programs and initiatives • Assists with photography and video needs • Assists in social media posting and management as needed • Helps achieve strategic priorities related to social media engagement and audience growth • Consistently demonstrates creative alignment with Alpha Chi Omega's values and strategic direction
Leadership	• Stays abreast of innovations and developments in industry • Monitors trends and changes in marketing and communication industry • Embraces technological innovations and seeks ways to improve performance and productivity • Manages timely and effective communication with supervisor relevant to issues, concerns and decisions • Promotes a culture of continuous improvement including identification and implementation of best practices
Fiscal Responsibility	• Applies fiscal responsibility • Approves expenditures per level authorized

Other	• Consistently demonstrates creative alignment with Alpha Chi Omega's values and strategic direction • Advocates for proper use of the Alpha Chi Omega brand, color palettes and style convention at all times • Communicates, through the appropriate channels, any observations of noncompliance with policies or actions that place personnel and the organization at risk • Specific job responsibilities and projects will be assigned and directed by leadership
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CONTACTS

This position has regular contact with all levels of staff, collegiate and alumnae members, and third-party partners and vendors, as well as occasional interaction with operational volunteers and elected leadership and boards. This position reports to the director of marketing and communications.

KNOWLEDGE, SKILLS AND ABILITIES

- Minimum of three years of professional experience in the brand advancement, marketing or communications field
- Experience managing brand partnerships, collaborations and sponsorships
- Expertise in video creation
- Strong service orientation and skills in relationship-building, outstanding written and verbal communication skills, professionalism, confidentiality and discretion
- Excellent organization skills and attention to detail
- Works with self-discipline and a sense of urgency; can manage multiple initiatives simultaneously in a rapidly changing environment
- Collaborative spirit and positive, problem-solving mindset with the ability to work closely with others as a team player
- Technically savvy with advanced computer skills, including proficiency with Microsoft Office products, Canva and Adobe Creative Suite (such as InDesign, Premiere Pro and Lightroom); technical aptitude to learn internal systems
- Strong working knowledge of AP style
- Ability to work collaboratively with a geographically distributed team
- Membership in Alpha Chi Omega or other fraternity/sorority affiliation is preferred

EDUCATION

Bachelor's degree required. Communications, marketing, advertising or related field required.

WORKING CONDITIONS

The working conditions and physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

This is a full-time position, with a required minimum of 40 hours per week. Office hours are 8:30 a.m. – 5 p.m. Eastern Time, Monday through Friday, with a degree of flexibility available with approval. It may be necessary at times for the employee to work beyond the standard workweek, including occasional evenings or weekends, to complete assigned tasks. The employee may occasionally be asked to travel on behalf of the organization.

PHYSICAL REQUIREMENTS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this position, the employee is regularly required to sit and work on a computer for extended periods of time. The employee will be required to stand, walk, stoop, kneel, lift, carry, pull, grasp, climb stairs and bend over. The employee must be able to lift, carry and move up to 30 pounds as needed. The employee must be able to move in and between various facilities and handle exposure to inclement weather.

Strong sensory skills, such as good eyesight, good hearing and dexterity are necessary for the performance of this position. Must be able to interact with others, both in person and through telephone, video conference, email and written correspondence.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.