Alpha Chi Omega

JOB TITLE: Social Media Coordinator

ENTITY: Alpha Chi Omega Fraternity

DEPARTMENT: Marketing and Communications

REPORTS TO: Director of Marketing and Communications

EFFECTIVE DATE: June 2024

FLSA CLASS: Exempt

JOB LOCATION: Headquarters or remote

JOB SUMMARY

Provides support and assistance to the marketing and communications director. Serves as the primary content creator for the Fraternity, Foundation, National Housing Corporation and Pearl Stone Partners' social media, engaging with members and other key audiences through strategic use of social media and other digital initiatives. Responsible for the creation, production and implementation of communications projects as assigned to meet the goals and objectives defined in the strategic plan for the four entities of Alpha Chi Omega (Fraternity, Foundation, National Housing Corporation and Pearl Stone Partners).

ESSENTIAL FUNCTIONS AND REQUIREMENTS

FUNCTION	REQUIREMENTS
Social Media Management & Oversight	• Manages day-to-day operations of all established Alpha Chi Omega social media channels, including, but not limited to, Instagram, Facebook, X (Twitter), Threads, LinkedIn and TikTok • Monitors social media for Alpha Chi Omega news, potential threats and emerging trends in the fraternity and sorority life space • Manages Alpha Chi Omega's online community through direct messages, comments, reposts, etc. • Manages the recruitment, selection and execution of Alpha Chi Omega's volunteer content creator program

Social Media Management & Oversight	• Recommends and executes strategic use of paid social media • Creates and maintains an annual social media content calendar aligned with the overall communications plan • Tracks, monitors and reports on data across all Alpha Chi Omega social media platforms • Helps achieve strategic priorities related to social media engagement and audience growth • Conceives and executes social media campaigns to promote and support education programs, events, awareness, holiday and heritage recognition, etc. • Ensures Alpha Chi Omega diversity, equity and inclusion efforts are reflected on Enterprise social media channels • Creates graphic design for social media campaigns and assist with graphic design projects for other Enterprise initiatives • Creates and edits photo and video assets to be used across Enterprise initiatives • Works with the collegiate growth department to promote opportunities related to establishment, installation and new chapter marketing via social media when applicable • Collaborates with vendors and partners on sponsored social media posts and paid campaigns • Sources user-generated content • Assists in digital asset management, including supporting staff in the search for digital assets for projects • Supports photo shoots and videography, both internally and externally where appropriate • Leads event social media strategy and execution • Consistently demonstrates creative alignment with Alpha Chi Omega's values and strategic direction • Performs other duties as prescribed by director of marketing and communications

Leadership	• Stays abreast of innovations and developments in industry • Monitors trends and changes in marketing and communication industry; periodically reviews organizational strategies to ensure Alpha Chi Omega is responding to changing conditions • Promotes a culture of continuous improvement including identification and implementation of best practices and lessons learned • Embraces technological innovations and seeks ways to improve performance and productivity • Manages timely and effective communication with director of marketing and communications relevant to issues and concerns • Represents Alpha Chi Omega at appropriate industry and trade groups and events • Works closely and communicates with chapter members, advisors, volunteer specialists and staff
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 conventions at all times • Performs other special assignments and responsibilities as assigned

CONTACTS

This position has regular contact with all levels of staff, members, and third-party partners and vendors. This position reports to the director of marketing and communications.

KNOWLEDGE, SKILLS AND ABILITIES

Qualifications required:

- Minimum of one to three years of professional experience in the marketing and communications field
- Advanced computer skills, including expertise in all social media platforms, Canva and Adobe Creative Suite (such as InDesign, Premiere Pro and Lightroom); technical aptitude to learn internal systems and required packages
- Knowledge in photography and videography
- Demonstrates creativity, innovation and documented immersion in social media
- Experience using social media analytics to measure campaign success
- Proven ability to write on-message, creative content for social media
- Strong working knowledge of AP style
- Demonstrates a positive, problem-solving mindset and a collaborative spirit
- Strong service orientation, outstanding presentation skills, professionalism, confidentiality and discretion
- Excellent organization skills, self-discipline, attention to detail and communication skills
- Works with a sense of urgency and can manage multiple initiatives simultaneously in a rapidly changing environment
- Ability to work within a geographically distributed team
- Membership in Alpha Chi Omega or other fraternity/sorority affiliation is preferred

EDUCATION

Bachelor's degree required, preferably in communications, marketing, journalism or related field.

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 opportunity which requires 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. Additional work hours may be necessary to complete assigned tasks. The employee may be required to travel occasionally and may be asked to perform occasional weekend or evening work on behalf of Alpha Chi Omega.

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, bend over and climb stairs. The employee must be able to lift, carry and move up to thirty pounds as needed.

Strong sensory skills, such as good eyesight, good hearing and dexterity. Must be able to interact with others, both in person and through telephone, 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.