



# *Alpha Epsilon Pi Fraternity*

*"Developing Leadership for the Jewish Community"*

## **Director of Communications & Marketing**

The Director of Communications & Marketing ("DCM") leads a team of staff, vendors, and volunteers, playing a vital role in the brand continuity and growth of Alpha Epsilon Pi (AEPi) by developing strategy, coordinating staff and vendors, and promoting communication, marketing, and presence across phone, print, web, email, social media, and other emerging media platforms. They will work directly with the CEO, COO, and senior leadership team of each department to create and manage consistent and cohesive content and interdepartmental messaging. They are goal-oriented, driven, self-starters with strong motivation. This person is a critical decision maker and strategic thinker with the ability to excel in a fast-paced environment.

### **Specific Responsibilities**

#### **Strategy**

- Play a key role in improving, expanding, and evolving organizational communications, marketing, and social media presence, as well as digital and printed communications strategies
- Monitor and analyze email, social media, web traffic, SEO, and other feedback loops, creating strategies to improve engagement metrics for AEPi
- Track and analyze engagement data from various online platforms including AEPi's social media channels, e-newsletter, Google Ads, and Google website analytics
- Oversee the design and execution of multi-channel marketing strategy and campaigns
- Set measurable goals and timelines to manage marketing and/or fundraising campaigns from start to finish, including workflow of various staff responsibilities across departments
- Manage a cohesive strategy-focused communications calendar

#### **Media and Crisis Communications**

- Identify press-worthy stories and prepare draft press releases for our PR firm
- Coordinate positive PR messaging through Jewish news outlets, campus papers, and local media
- Develop internal crisis communications SOP and templates
- Manage photography, video production, and press coverage for special events

#### **Editorial Oversight and Content Management**

- Work both independently and in conjunction with others on staff to create and disseminate engaging collateral to effectively increase AEPi's brand recognition by various audiences
- Ensure the organization's brand message is consistently carried through to staff, lay leadership, and the broader community
- Assist in development and review of special external communications including but not limited to Op Eds, speech prep, grant proposals, and community outreach pieces
- Support marketing and communications functions for organization-wide programs including convention, regional retreats, president's academy, and other top initiatives



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## **Team Leadership and Supervision**

- Manage all active marketing and communications projects, delivering projects on time and within budget
- Liaise and coordinate with vendors that support graphic design, photography, production, web functionality, public relations, and other related functions
- Lead a small internal team dedicated to communications and marketing functions

## **Required Skills, Qualities, and Experience**

- Effectual time and project management skills; ability to meet deadlines and effectively follow through on organizational plans and objectives
- Outgoing, personable, and patient with exceptional interpersonal skills
- Attentive to detail, well-organized, and innovative with past experience in successfully implementing creative ideas
- Effective communicator - both written and verbally - with exceptional writing skills
- Team player who is eager to collaborate, learn, and grow within the organization
- Track record of compelling digital communications, primarily email marketing, LinkedIn, and Facebook
- Ability to craft compelling and technically flawless communications under tight deadlines
- Experience working with multiple media platforms to execute a unified strategy
- Professional with ability to excel while working both collaboratively and independently
- Preferred knowledge of prevalent topics and issues in higher education and the Jewish community
- Proficiency in managing multiple vendors, maximizing ROI on contracts and relationships
- Proficiency in Microsoft Office Suite, G-Suite (Google), Adobe Creative Cloud, Video Editing Experience (preferred); Knowledge of databases, marketing platforms, and website maintenance a plus

AEPi has competitive benefits including: 401k (3% employer contribution to 401K after 12 months of employment), employer-paid long and short term disability, employer-paid medical insurance, and paid time off. Chicago, IL preferred, remote locations considered. Some nights/weekends may be required.

For more information, please visit [aepi.org](http://aepi.org). To apply, submit a cover letter, 3 references, preferred salary range, along with a resume to [lynsie@aepi.org](mailto:lynsie@aepi.org).