



PHI GAMMA DELTA

INTERNATIONAL HEADQUARTERS

Job Description

Job Title: **Coordinator of Communications**
Reports to: Director of Communications
Location: Lexington, Kentucky preferred; hybrid and/or remote work may be considered
Type: Full-time, non-exempt
Travel: Minimal (1-2 times per year)

Position Summary

The Coordinator of Communications provides important support functions for Phi Gamma Delta, a men's social fraternity headquartered in Lexington, Kentucky. This employee is primarily responsible for coordinating and executing the Fraternity's digital communications. This includes social media management, website editing, HTML email creation, graphic design and video production.

Qualifications

- Bachelor's degree in communications or related field
- 1-3 years of experience in communications, marketing, design or another related field
- Must be able to think creatively and critically and balance multiple projects from different groups
- Strong writing, editing and verbal communication skills
- Must have an eye for layout and design and a strong attention to detail
- Strong understanding of social media platforms and management
- Proficient with Microsoft Office Suite and Adobe Illustrator, InDesign and Photoshop (PremierPro and other Adobe Creative Suite applications preferred)
- Experience creating and editing HTML formatted emails and website content (Blackbaud NetCommunity experience is a plus)
- Understands HTML code or willing to learn
- Ability to work independently and take initiative
- Willing and able to learn the Fraternity's database software (Raiser's Edge)

Key Responsibilities

The core responsibilities for this position are outlined below and may change from time to time in accordance with Phi Gamma Delta's needs. Additional duties may be assigned as needed.

Social Media:

Manage the Fraternity's activity and presence on social media. Responsibilities include:

- Manage the Fraternity's social media platforms. This includes but is not limited to Facebook, Instagram, LinkedIn, Snapchat, Twitter, YouTube and Hootsuite.
- Create and coordinate day-to-day content across multiple social media platforms.

- Review private messages and visitor comments, posts, tagged photos, etc.
- Oversee social media at Fraternity events (minimal travel is required).

Digital Communications:

- Oversee the Fraternity's website by performing updates as needed and directed.
- Create and distribute the Fraternity's HTML formatted email communications.
- Update and design digital resources as needed and directed.
- Assist in planning and executing digital integrated communication campaigns.
- Assist with photo editing, graphic design, and video editing as needed and directed.

Other Communications:

- Ensure proper use of Fraternity branding.
- Assist with writing, editing and designing other publications (brochures, workbooks, books, manuals, etc.).
- Prepare for Fraternity events and provide onsite support. This includes but is not limited to creating and designing event materials (workbooks, signs, PowerPoint templates), overseeing onsite social media, working with the onsite photographer and assisting with the onsite registration processes (minimal travel required).

How to Apply

Please submit a cover letter and resume to Director of Communications Erica Carlson. A list of relevant coursework and a portfolio may also be submitted, but they are not necessary.

Questions?

Contact the Director of Communications Erica Carlson at ecarlson@phigam.org.