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## Communications Strategist

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**Job Title:** Communications Strategist

**Salary Type:** Exempt

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The Communications Strategist will direct the development of communication strategy for Fraternity initiatives—creating and driving communications plans and content, supporting, and providing leadership in the development of communications, and ensuring coordination of communications across Fraternity stakeholders. This equal-parts strategy and executional role will shape and develop compelling communications to expand Pi Beta Phi’s reach and influence through effective storytelling following Fraternity messaging and brand guidelines.

### **KEY CORE RESPONSIBILITIES:**

- Immensely involved in implementation of communications plans and campaigns to ensure message alignment, channel optimization, appropriate scheduling, copy creation, design components, performance measurement and other production needs.
- Create engaging content consistent with the organization’s brand standards for communications materials, including the ability to write clearly, concisely, and persuasively across multiple channels.
- Lead communications planning for key initiatives including the project management of Pi Phi’s publications, establishing, and managing the story lead process, and monitoring communication effort performance.
- Contribute project management expertise and delivery of high-quality communication tools and collateral in support of organizational priorities.

### **QUALIFICATIONS:**

- College degree in communications, public relations, journalism, or a related field.
- Minimum of seven years of experience in PR or communications. Agency experience is preferred but not required.
- Passionate and instinctive storyteller with excellent content-generation skills across a variety of channels.
- Exceptional project management skills, attention to detail, and ability to juggle multiple competing priorities effectively.
- Excellent written and verbal communication skills.
- Strong leadership and team management abilities.

### **HEADQUARTERS STAFF COMMITMENTS**

All members of the Headquarters staff are expected to:

- Offer premier customer service.
- Commit to collaborative relationships with volunteers.
- Care for each other.
- Build affinity and Pi Phi Pride with every action and interaction.

**ADDITIONAL INFORMATION:** Moderate travel required.

**Pi Beta Phi’s Mission, Vision, Core Values, and statements on philanthropic service and our Commitment to Diversity, Equity and Inclusion can be found at [pibetaphi.org/about](http://pibetaphi.org/about).**

**At Pi Beta Phi Headquarters, we value and respect our employees and their contributions. Our total compensation approach includes base salary, benefits, and a 401(k)-matching program. Each position is externally benchmarked, and the salary ranges are evaluated annually. The salary range for positions is based on local and fraternal market data and allows for various experience levels. The actual pay is based on skills, experience, education, and other relevant factors.**