

Marketing Manager

Job Title: Marketing Manager

Salary Type: Exempt

The Marketing Manager is responsible for managing and developing a variety of social media, web and print pieces, managing and creating online content and resources in accordance with Fraternity messaging and branding guidelines.

KEY CORE RESPONSIBILITIES:

- Implements Pi Phi's social media strategy for multiple social media accounts by generating, editing, publishing, and sharing engaging content—including TikTok's and Reels—as outlined by the social media calendar.
- Develop and implement comprehensive marketing strategies to promote the organization, events, and programming initiatives.
- Manages Pi Phi's social media editorial calendar.
- Manages and oversee the execution of Pi Phi's email marketing calendar.
- Helps develop creative briefs and guide creative direction.
- Works closely with the marketing team to execute digital marketing campaigns within budget and time constraints.
- Assists in the writing of compelling, informative, search-engine-optimized copy for website and keeping all sections of the website up to date.
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis.
- Collaborate across teams to develop creative, automated email campaigns.
- Implement the marketing and communication efforts for Pi Beta Phi events.
- Write and edit content for publications, emails, the blog, and other projects as needed.

QUALIFICATIONS:

- College degree in marketing communications, or a related field.
- Minimum of four years of professional experience in marketing.

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.

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.