

## Copywriter

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**Job Title:** Copywriter

**Salary Type:** Exempt

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The Copywriter is responsible for creating engaging content for various platforms including print and web, blogs, scripts, Fraternity publications, and internal and external email communications. This role will translate a creative vision into effective storytelling following Fraternity messaging and brand guidelines.

### **KEY CORE RESPONSIBILITIES:**

- Write content for a variety of marketing programs such as social media, blog articles, print ads, marketing collateral and other assigned projects.
- Develop clear and concise messages for print publications, emails, the blog, event scripts and video scripts that drive desired results and align with the overall marketing and communications strategy of Pi Beta Phi.

### **QUALIFICATIONS:**

- Minimum of five years of professional experience in 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.

### **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. Minimum salary in grade level D is \$45,744.**