

## Digital Marketing Specialist

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**Job Title:** Digital Marketing Specialist

**Salary Type:** Exempt

**Reports to:** AD of Marketing

**Effective:** TBD

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### **PRINCIPAL OBJECTIVE:**

This full-time position provides overall support to the Marketing and Communications team by 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.

### **CORE RESPONSIBILITIES:**

- Implements Pi Phi's social media strategy for multiple social media accounts by generating, editing, publishing and sharing engaging content—including TikToks and Reels—as outlined by the social media calendar.
- Works closely with the marketing team to develop, execute and measure the results of digital marketing campaigns within budget and time constraints.
- Communicates with followers, responds to queries in a timely manner and monitors social engagement.
- Stays up to date with current technologies and trends in social media, design tools and applications.
- Assists in the writing of compelling, informative, search-engine optimized content for website and keeping all sections of the website up to date.
- Writes and edits content for publications, emails and blogs.
- Coordinates Pi Phi's email marketing efforts executing requests, facilitating testing prior to distribution and evaluating results afterward.
- Manages Pi Phi's Resource Library process including maintaining and updating educational materials and communicating updates.
- Collaborates with the Marketing team to ensure compliance with brand standards and consistency in Pi Phi's desired messages.
- Other duties as assigned.

### **HEADQUARTERS STAFF COMMITMENTS**

All members of the Headquarters staff are expected to:

- Offer premier customer service.
- Commit to a positive volunteer experience and serving the volunteer.
- Care for each other.
- Build affinity and Pi Phi Pride with every action and interaction.

### **QUALIFICATIONS OF A SUCCESSFUL CANDIDATE:**

- Bachelor's degree in marketing, journalism, communications or a related field of study with 1-2 years of experience writing or any equivalent combination of experience and training that provides the required knowledge, skills and abilities. Membership in a Fraternal organization is preferred.

### **ADDITIONAL INFORMATION:**

Some travel required.

**Pi Beta Phi's Mission, Vision, Core Values and statements on philanthropic service, leadership 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 this grade level is \$43,260.**