



Communications Specialist

Job Title: Communications Specialist

Salary Type: Exempt

Reports to: Marketing and Communications Director

Effective: TBD

PRINCIPAL OBJECTIVE:

This full-time position collaborates with departments and volunteers throughout the organization to write compelling and relevant content for Pi Beta Phi's email, website, social media, print publications and other marketing and communications materials.

CORE RESPONSIBILITIES:

- Collaborates with various departments and project teams to write content for publications, social media outlets and web. Writes letters, articles, talking points/speeches, social media posts, general marketing copy, etc. to support the voice and goals of Pi Beta Phi.
- Interviews story leads to gather information and develop content for Fraternity publications.
- Ensures brand identity, message coherence and consistency across all Pi Beta Phi entities.
- Reviews, edits, and produces documents in accordance with language, style, publication, format, presentation, classification, citation and source standards.
- Follows an editorial calendar, collaborating with other members of the Marketing and Communications team to ensure timely delivery of materials.
- Coordinates with the production team on the layout and design of materials to ensure readability and consistency of content/copy.
- Collaborates with cross channel teams to maintain consistency between written publications, website and other member-facing materials.
- Familiarity with diversity, equity and inclusion concepts to support the voice and goals of Pi Beta Phi.
- May provide some basic graphic design support to layout electronic or print collateral.
- 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.

SELECTION CRITERIA (Knowledge, Skills and Abilities):

Bachelor's degree in English, journalism, communications, public relations 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 philanthropic service and Commitment to Diversity, Equity and Inclusion can be found at pibetaphi.org/about.