

CONTENT MARKETING SPECIALIST

Chi Omega is seeking qualified applicants for the position of Content Marketing Specialist. The Content Marketing Specialist will ensure all communication content and collateral reflects the Chi Omega brand, is consistent in terms of style, quality and tone of voice, and is optimized for search and user experience for all channels of content including in the magazine, online, via social media, in video, print and in-person.

This position will map out a content strategy that supports and extends marketing initiatives, both short- and long-term, determining which methods work for the brand and why.

MAGAZINE

Oversee the production of the semi-annual magazine, *The Eleusis*, from start to finish, including the management of involved staff members and contributors

- Create and implement a production schedule for each issue and a content calendar
Communicate with key National Officers and staff to outline publication needs in specific areas
- Conceptualize the design of each issue with the Editor and DMPP
- Write and edit content as needed.

WRITING CONTENT - PRINT & ONLINE

Serve as the principle writer and editor for the three entities: Chi Omega Fraternity, Chi Omega Foundation and Chi O Creations; balance and prioritize projects as needed

- Write, edit and format web stories, social media postings, e-newsletters, mailings, educational materials, manuals, etc.
- Conduct research and interviews for various Chi Omega publications
- Maintain AP and Chi Omega styles on all projects
- Update and revise the Chi Omega Style Guide as needed

CREATION OF VISUAL CONTENT - PRINT & ONLINE

Assist DMPP and Marketing Manager in creation of print and online content.

- Create visual packages (i.e., event programs, award certificates, workbooks, facilitator guides and activity toolkits) for National meetings and programs.
- Create digital assets to assist with various social media campaigns
- Design all print and digital collateral as-needed for:
 - Chi Omega Foundation

- Co-branded materials for Make A Wish.
- Educational packages and manuals

MANAGE EMAIL COMMUNICATION CONTENT

- Chapter Email: Create and manage a chapter communication calendar, reminding chapters to send upcoming emails through their mass mailer app.
- Programming/Leadership Emails:
 - Top 5 on the 5th
 - NWLLI Graduate
 - GLE survey results
- Foundation Emails:
 - Underwriter communication & recognition
 - Testimonials and other outcomes for Foundation publications
 - Mini-campaigns
- Underwriter Communications Calendar (with DMPPR)
- Compile and share program outcomes for various purposes
 - Foundation communications
 - Extension efforts
 - Governing Council reports