



## MARKETING MANAGER

Chi Omega Fraternity is seeking qualified applicants for the position of Marketing Manager. This position will support the Marketing Department by researching and developing marketing strategies to successfully organize and execute Chi Omega events and promotional materials. Membership in Chi Omega is required.

The Marketing Manager's responsibilities will consist of the following:

- Develop visual presentations, graphics, and promotional materials that coincide with Chi Omega's visual standards guide and mirror the Fraternity's messaging.
- Research and propose effective ways to market to Chi Omega's stakeholders and audiences.
- Update Chi Omega social media channels with timely, audience-specific content.
- Update Chi Omega's web presence on chiomega.com, as well as assist with chapter-specific website questions.
- Create and send HTML emails to various audiences.
- Perform traditional exploratory extension research for various colleges and universities in which Chi Omega may have an interest in starting a chapter.
- Work with local volunteers to help market chapter celebrations via HTML emails, social media, and other communication channels.
- Coordinate various aspects of Chi Omega Today production, including presentations, event promotion, organization, planning, and logistics.
- Assist with other local/regional event planning/organization as needed.
- Assist Convention/Firesides HQ Team Leader and serve on Headquarters Convention/Firesides Teams.
- Lead/assist in various trainings for collegiate chapter officers, staff members, and National Leadership Consultants.
- Travel to national meetings, chapter visits, industry events and conferences as assigned.
- Complete other duties as requested.

This position requires:

- College degree in marketing, public relations, graphic design, journalism, or a related field.
- At least four years of experience in marketing.
- Excellent interpersonal skills, including an optimistic, flexible attitude.
- Ability to juggle multiple tasks and priorities.
- Ability to work independently and remain motivated and deadline-oriented.
- Excellent written and oral communications skills, as well as strong art direction and editing skills.
- Ability to travel.
- Excellent computer skills, including experience with Microsoft Office products, Adobe products, Canva, and knowledge of working with membership databases.

**Membership in Chi Omega is required.** This position is located at the Chi Omega Executive Headquarters in Memphis, Tennessee. This position is exempt; salary will be commensurate with experience and qualifications. Applications will be accepted immediately until the position is filled.

Founded in 1895 at the University of Arkansas, Chi Omega is the largest women's fraternal organization with over 355,000 initiates from over 180 collegiate chapters. Chi Omega is an intergenerational women's



organization forever committed to our founding purposes: friendship, personal integrity, service to others, academic excellence and intellectual pursuits, community and campus involvement, and personal and career development. Our website is [chiomega.com](http://chiomega.com).

Qualified and interested applicants should send a resume and cover letter, including salary requirements, work and writing samples, and references to:

**Whitney Plumpton**

Director of Marketing & Public Relations

Chi Omega Fraternity

3395 Players Club Parkway

Memphis, TN 38125

Phone: 901.748.8600

Email: [wplumpton@chiomega.com](mailto:wplumpton@chiomega.com)