

## 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 DMPPR
- 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 DMPPR 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

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

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