

CHIEF MARKETING OFFICER (CMO)

Chief Marketing Officer is a senior management position reporting directly to the Chief Executive Officer. The Chief Marketing Officer will be responsible for telling Chi Omega's story through various electronic, written, and in-person communications while keeping the organization's approved brand voice, visualization, and messaging consistent. The Chief Marketing Officer will ensure that all Fraternity, Foundation, and Chi O Creations materials are aligned with the messaging and priorities of the organization.

Craft Chi Omega's messaging

- Articulate messages on behalf of Chi Omega Fraternity with approval and direction from the Governing Council.
- Work regularly with branding firm and public relations firm to fine tune story and messaging to be consistent with and relevant to various audiences.
- Write and edit content for key communication vehicles, such as websites, brochures, letters and other publications.
- Create all presentation and application promotional materials for extension efforts of the Fraternity.
- Work with Chi Omega's general counsel and other staff and volunteers on crisis communication.
- Respond to media inquiries in coordination with the national president and Chief Executive Officer.
- Act as a resource for questions from chapters regarding public relations and media inquiries.
- Review workshop scripts and write speeches as requested for special events.
- Complete additional special requests from the Governing Council and Chief Executive Officer.

Oversee creation and production of electronic and print collateral

- Coordinate internal and external communications such as e-mails, brochures, social media updates, letters and other forms of communication. This includes some collaboration with Chi O Creations (merchandising arm of the organization) and the Chi Omega Foundation (fundraising arm of the organization).
- Oversee production of *The Eleusis*, Chi Omega's national magazine, including working regularly with *The Eleusis* editor and a volunteer editorial board to collaborate on content and themes of each issue. *The Eleusis* is published 3 times a year; the circulation is approximately 190,000 copies per issue.
- Work with Chief Executive Officer and other staff members to maintain Chi Omega's websites.
- Organize regular photo shoots and manage Chi Omega's photo library to provide new images for printed and online communications.

Regulate use of Chi Omega's brand

- Maintain a master calendar of internal and external communications for the Fraternity, Chi O Creations, and Foundation.
- Review and edit a variety of documents for tone, style, and correct usage of the Chi Omega visual standards guide and stylebook.
- Create and manage a public relations and marketing toolkit for collegiate and alumnae chapters.

Supervise Marketing Department, associated vendors, and resources

The Chief Marketing Officer will oversee the following staff members and volunteers:

- Marketing Specialist
- Content Marketing Specialist
- Event Planner

The Eleusis Editorial Board

- Editor
- Team Members

The National Recruitment Team

- Team Chair
- Team Members

The CMO will also develop and manage annual budgets for the following:

- *The Eleusis*
- Communications
- National Recruitment Team
- Line items associated with special events

This position requires:

- College degree in marketing, public relations, journalism, or a related field.
- At least five years of experience in public relations and communications, preferably with a nonprofit organization.
- Demonstrated experience implementing a national communications or public relations strategy.
- Demonstrated success in project management, including working on teams and meeting key deadlines.
- Demonstrated success producing complete work products on time and within budget.
- Experience working with or in a volunteer organization is preferred but not required for the position.
- 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 and knowledge of working with membership databases.
- Graphic design experience is a plus but is not required for the position.

Membership in Chi Omega is required. This is a full-time position located at the Chi Omega Executive Headquarters in Memphis, Tennessee. Relocation benefits are available. 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, Chi Omega Fraternity is the largest women's fraternal organization in the world with over 375,000 initiated Sisters and 181 collegiate chapters. Chi Omegas bring the Fraternity's founding purposes to life, one woman at a time, through friendship, personal integrity, service to others, academic excellence and intellectual pursuits, community and campus involvement, and personal and career development. Chi Omega's shared values inspire Sisters to serve the world for a lifetime. Learn more at www.chiomega.com.

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

Leslie Herington

Chief Executive Officer

Chi Omega Fraternity

3395 Players Club Parkway

Memphis, TN 38125

Email: leslie.herington@chiomega.com