

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-term and long-term, determining which methods work for the brand and why.

Written Content:

Serve as the principle writer and editor under CMO direction for the three entities: Chi Omega Fraternity, Chi Omega Foundation and Chi O Creations

- Write, edit, format and maintain web content, web stories, emails, e-newsletters, hard copy mailings, company brochures, educational materials, promotional materials, Fraternity manuals, etc.
- Conduct research and interviews for various Chi Omega publications and broadcasts
- Maintain AP and Chi Omega determined styles on all projects
- Update and revise the Chi Omega Style Guide as needed
- Balance and prioritize projects as needed

Visual Content – Print & Online:

Assist CMO in creation of print and online content.

- Create visual packages (i.e., Extension presentations, national recruitment efforts, chapter recruitment, special event programs, award certificates, workbooks, letters, facilitator guides, and slide presentations for national and regional meetings.)
- Manage the Communications Calendar (with CMO)
- Design all digital collateral as-needed for:
 - Chi Omega Fraternity
 - Chi Omega Foundation
 - Chi O Creations
 - Co-branded materials for Make A Wish®.
 - Webinars/visual slide presentations
 - Educational packages and manuals

Social Media Content:

Assist CMO in creation of social media content and graphics.

- Create digital assets for all social media campaigns
- Write, edit, format, and schedule social media posts

- Manage the Social Media Calendar (with CMO)
- Monitor all online activity and protect the Chi Omega brand
- Analyze social media traffic, audience and current industry trends

Chapter Marketing Assistance:

Provide support to individual chapters through webinar educational sessions and in-person visits to review communication timeline, social media calendars/engagement, perform mini photo-shoots, and strategize for year-round messaging and recruitment.

Magazine:

Oversee under the supervision of the CMO the production of the national 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 CMO
- Write and edit content as needed.

This position requires:

- College degree in marketing, public relations, graphic design, journalism, or related field.
- At least two years of experience in marketing.
- Excellent interpersonal skills, including an optimistic, and 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 Creative 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, TN. This position is exempt; salary will be commensurate with experience and qualifications. Applications will be accepted until the position is filled.

Founded in 1895 at the University of Arkansas, Chi Omega is the largest women’s fraternal organization with over 380,000 initiates from over 181 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.

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

Haley Smith

Chief Marketing Officer

Chi Omega Fraternity

3395 Players Club Parkway

Memphis, TN 38125

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