Brand & Design coordinator

Department: Marketing & Communications

Position Title: Brand & Design Coordinator

Status: Exempt

General Description: Responsible for the design of Alpha Delta Pi marketing materials and internal publications as well as management of brand standards with volunteers, staff, chapters, and external vendors.

Duties Performed

* Design all internal Alpha Delta Pi marketing materials and internal publications, including but not limited to: event programs, special programming materials, manuals (design only), Alpha member documents, senior member communications, expansion materials, event materials, marketing campaign assets, etc.
* Guard the Alpha Delta Pi visual identity to ensure that chapters, alumnae, staff, and licensed vendors are using our proper brand identity, marks, colors, and fonts. Regularly audit materials from all staff departments to ensure the accuracy and consistency of all publications.
* Work closely with The 1851 Shop to develop and review merchandise for sale.
* Review the style and brand adherence of all documents created outside of executive office (primarily documents from volunteers or chapters).
* Create design templates to be used by chapters and volunteers in their social media and print marketing to ensure accurate organization identity.
* Review and update office and sorority stationery and business systems and tender the production of them, adhering to the approved budget.
* Research other Greek organizations’ marketing and branding campaigns and strategies to stay on-trend.
* Work closely with the Membership Team to identify and discuss innovative ideas being launched by chapters, alumnae associations, campuses and other groups as well as create, pilot, and implement new communications strategies for the sorority.
* Work closely with the Executive Director to solicit new licensed vendors, maintain relationships with existing vendors, and promote the licensed vendor program.
* Report trademark infringement and licensing violations to Affinity Consulting.
* Collaborate on major sorority marketing campaigns.
* Serve as a member of the Publications Committee.
* Review and approve chapter and alumnae association press releases and media requests for philanthropy and other positive-message events.
* Perform other duties/special projects as assigned by the Senior Director of Marketing and Communications or Executive Director.
* Assist with brand identity and event design for all Alpha Delta Pi conferences.
* Travel to Leadership Seminar, Grand Convention, and other meetings or conferences as necessary to perform job duties.
* Review job manual and job description annually; make revisions as necessary and appropriate.
* Manage multiple projects simultaneously to completion on time and on budget (when applicable).

Suggested Background and Experience

* Member of Alpha Delta Pi.
* Bachelor’s Degree, preferably in graphic design, public relations, marketing, or communications.
* Proficient in Microsoft Office, the Adobe Creative Suite (InDesign, Photoshop, Illustrator etc.), video editing software and photo composition.
* Chapter experience which includes thorough knowledge of chapter operations.
* Accuracy, attention to detail, and excellent written, oral, presentation, interpersonal, customer service, listening and organizational skills required.
* Initiative, problem-solving, critical thinking, teamwork, flexibility, multi-tasking, positive attitude.
* Ability to multi-task, prioritize, and work effectively in an environment where priorities vary and can shift widely.

Degree of Supervision: Moderate

From: Senior Director of Marketing & Communications

Extent of Supervision Given: Moderate

To: Works with mobilizing staff