

Alpha Delta Pi

BE THE FIRST

DIRECTOR OF MARKETING AND DESIGN

DEPARTMENT: Marketing & Communications

POSITION TITLE: Director of Marketing and Design

STATUS: Exempt

GENERAL DESCRIPTION: Responsible for all marketing, branding, and design efforts of the organization.

Duties Performed

- Plan and execute all marketing plans for sorority initiatives, programs, and events. Ensure appropriate staff and volunteers are engaged in planning and execution and ensure follow through for all parties.
- Write organizational press releases and distribute. Review and approve chapter and alumnae association press releases and media requests for philanthropy and other positive-message events.
- Design and update 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.
- Protect the Alpha Delta Pi visual identity to ensure 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. Review the style and brand adherence of all documents created outside of executive office (primarily documents from volunteers or chapters).
- Collaborate with the Recruitment and Marketing Director Team to develop chapter marketing plans. Create design templates to be used by chapters and volunteers in their social media and print marketing to ensure accurate organization identity.
- Manage relationship with The 1851 Shop and develop and review merchandise for sale.
- 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 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 Consultants.
- Serve as a member of the Publications Committee.
- 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 description annually; make revisions as necessary and appropriate.
- Manage multiple projects simultaneously to completion on time and on budget (when applicable).

Background and Experience

REQUIRED

- Bachelor's Degree, preferably in graphic design, public relations, marketing, or communications.
- High level proficiency in Microsoft Office, the Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, etc.), video editing software, and photo composition.
- Minimum six years' experience in graphic design, public relations, marketing, or communications. Relevant graduate work may be substituted for experience.
- 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.

RECOMMENDED

- Member of Alpha Delta Pi.
- Supervisory experience.
- Chapter experience which includes thorough knowledge of chapter operations.

DEGREE OF SUPERVISION: Moderate

FROM: Senior Director of Marketing & Communications

EXTENT OF SUPERVISION GIVEN: Moderate

TO: Marketing Coordinator(s)

EMPLOYMENT LOCATION: It is preferred that this position be based at Alpha Delta Pi's Executive Office in Atlanta, GA.