



DELTA SIGMA PHI

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Marketing & Social Media Manager Position Description

LOCATION: Indianapolis, Indiana

START DATE: Approximately November 1, 2010

BACKGROUND: Delta Sigma Phi seeks a dynamic, enthusiastic self-starter with at least 1-3 years of experience to manage the organization's marketing and online communication efforts, as it strives to become America's Leading Fraternity.

RESPONSIBILITIES: Reporting to the Senior Director of Membership/Marketing, the Manager will develop and initiate an overarching communications/marketing and branding plan to ensure that all messaging is coordinated and enhances the organization's strategic plan. The Manager's workload will include developing and initiating event marketing plans, managing the organization's growing use of video and social media tools, managing the organization's web site and electronic publications, and creating content that can be repurposed across many platforms.

Specifically, the Manager can expect to spend the majority of his/her time in the following general areas:

Video Editing/Collateral Design

- Create and manage all video production for the organization, including recording, editing, and producing final products for use in marketing and communication.
- Design promotional materials and organizational collateral, including flyers for new chapter development efforts, posters for components to utilize to promote the organization, etc.

Social Media Management

- Develop a social media plan to effectively engage Delta Sigma Phi's members with the organization through the social web
- Audit current organizational presences on LinkedIn, Twitter, Facebook, Flickr and YouTube to determine if they are sufficient, or whether Delta Sig should be present elsewhere

Web Site Management

- Manage Delta Sigma Phi's main web site www.deltasig.org

- Develop a plan to increase the site's traffic and engage more members
- Utilizing the site's CMS, make all changes to the site

Event Marketing

- In conjunction with the Senior Director of Membership/Marketing, develop and initiate marketing plans for each of Delta Sigma Phi's events, with the ultimate goal being an increase in each event's attendance and value proposition
- Also in with the Senior Director, develop ways in which members can engage more deeply during events through technology and the social web

Branding

- Development and management of a plan to consistently market all of the organization's efforts under the overarching strategic plan
- Management of organization's brand integrity through proactively producing ways in which components can utilize marks within the plan's parameters

Content Creation

- Develop content that can be utilized/repurposed in many different vehicles, both online and in traditional media
- Provide writing and editing support for member communication, including all promotional materials, web site content, the e-newsletter, *The Carnation* magazine, and the Foundation's annual report.

REQUIREMENTS:

The successful candidate will have 1-3 years of experience in marketing, communications, or a related field, preferably with association/non-profit experience. He/she MUST possess excellent skills in emerging media, video editing, and design, while being able to manage a wide variety of other tasks not related to those areas. He/she will need to be hard working with the ability to assume a large amount of responsibility quickly. In addition, the successful candidate will be member-focused, have great attention to detail, and be willing to work with limited budgetary availability.

APPLICATION PROCESS:

Interested candidates should send a cover letter, résumé, and salary requirement to:

Delta Sigma Phi Fraternity
Attn: Marketing & Social Media Manager Search
1331 North Delaware Street
Indianapolis, Indiana 46202

Résumés may also be e-mailed to Info@deltasig.org. Interviewing will begin immediately, and will continue until the position is filled.