



Digital Marketing Specialist

The National Panhellenic Conference (NPC) seeks a creative, self-motivated individual to assist in carrying out our mission by helping support the execution of NPC's communications and marketing strategy. The digital marketing specialist is responsible for graphic design and layout for NPC's various print and digital materials; website management; email and social media campaigns; and writing, editing and content curation. The ideal candidate will be highly organized, capable of working independently while also contributing to a team and able to balance multiple internal clients, work assignments and deadlines simultaneously.

Essential Functions:

- Provide graphic design and layout support for NPC communications or marketing materials (e.g., web and social media graphics, marketing collateral, educational program materials and more).
- Day-to-day management of TheSororityLife.com brand, including content writing and curation, website page management, e-newsletters and email campaigns, social media management, digital advertising campaigns and more.
- Assist with email campaign development and management, social media management and internal website updates.
- Write for NPC internal channels (e.g., emails, e-newsletters, websites and blogs, business letters, etc.).
- Proofreading and editing of NPC communications materials.
- Consistently apply NPC branding guidelines across all designs.
- Stay up-to-date with industry and design trends and apply them to NPC materials.
- Other duties as assigned.

Qualifications:

Requirements:

- A bachelor's degree in graphic design, digital marketing, marketing, communications, business or related field required; 2-5 years of experience in (general or digital) marketing or graphic design preferred.
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop and Premiere).
- Proficient in MS Office (Word, Excel and PowerPoint).
- Strong knowledge of various social media and web platforms, including Facebook, Twitter, Instagram, YouTube, LinkedIn and WordPress.
- Excellent writing, grammar, spelling and proofreading skills. Knowledge of AP style.
- Knowledge of paid marketing channels and technologies, including paid search (e.g., Google AdWords) and social network advertising.
- Awareness of SEO, SEM and on-page optimization techniques.

Other preferred skills:

- Knowledge of NPC member organizations through membership, employment or volunteer service.
- Project management experience.
- Introductory-level knowledge of other software: HTML, Salesforce, Pardot, HootSuite, etc.
- Professional photography and/or video production experience (self or working with a provider).

This is a newly created position that works out of the NPC office in Indianapolis and reports to the chief marketing officer. Occasional scheduled evening or weekend hours to support NPC committee work or events. Occasional paid travel opportunities to NPC events. Benefits package (options for health, dental, vision and retirement savings; paid holidays and vacation). The salary range is \$35,000-40,000 annual with an anticipated start date of early July.

Please submit letter of interest, resume and three examples of your work to:
NPC Chief Marketing Officer Loretta Good at loretta@npcwomen.org.
Priority will be given to applications received by May 1, 2019.