

POSITION:	Content Specialist
RESPONSIBILITIES:	<p>The Content Specialist is an integral member of the Marketing and Communications Department and is responsible for developing enterprise-wide content, driving engagement rates with Kappa’s membership across mediums, and ensuring the organization’s brand positioning, tone and voice are consistent.</p> <p>The successful candidate will identify and recommend new communication opportunities as well as plan, write, edit and disseminate information about the organization, including the Foundation and its work, through a number of communication outlets.</p> <p>This position will serve as a part of the organization’s marketing shared services team and is expected to collaborate with Foundation, Fraternity and Fraternity Housing Corporation professionals.</p>
QUALIFICATIONS AND SKILLS:	<p>A bachelor’s degree in journalism, creative writing, communications or a related field is required. Candidates should have three to five years of experience in journalism, print or digital publication, communications, or a related field. Proven experience in developing client relationships and fundraising communications experience a plus. He or she should have demonstrated skills, knowledge, and experience in the development and execution of editorial content while delivering data insights.</p> <p>He or she should have a knack for writing clearly and concisely, be able to evolve storylines, maintain an understanding of and ability to intersect content initiatives with brand initiatives, and possess outstanding organizational skills while prioritizing and managing multiple projects simultaneously. He or she should be able to take a collaborative approach and meet conflicts with a solution-oriented mindset.</p> <p>Candidates must be proficient in Microsoft Office. Knowledge of AP style is required. Experience with Adobe Creative Suite is preferred.</p>
DUTIES DESCRIPTION	
Create captivating content in many forms, including leadership and industry articles, magazine stories, speeches, blogs, case studies, emails, social posts, and web content while	

always striving to improve Kappa Kappa Gamma’s brand story for each business unit — the Fraternity, Foundation and Fraternity Housing Corporation.
Ensure articulation of Kappa’s desired image and position. Assure consistent communication throughout the organization and to all constituencies.
Collaborate with several other creative professionals on staff to produce high-quality content that meets the objectives of the business while enhancing digital content for search engine optimization.
Write communications materials related to all facets of the organization, including donor campaigns, alumna engagement campaigns and collegiate campaigns.
Maintain flexibility to write for the vast amount of distribution channels while also having the ability to curate content from those same channels.
Regularly develop an editorial calendar that delivers inspiring and engaging content.
Develop a listening and measurement framework alongside the content team and produce and disseminate coinciding reports, benchmarks and other analytics monthly.
Attend and participate in staff, volunteer and department meetings/calls/trainings as needed. Travel as needed.
Other duties as assigned