

# Digital Communications Associate

## Job Posting

### Position & Employer

This is a full-time, entry-level position located in Memphis, Tennessee. Occasional travel may be required. The Digital Communications Associate will receive a salary commensurate with education and experience. The employer, Oak Service Corporation (OSC), offers a competitive benefits package including group health, dental, vision, and disability coverage, 401(k) plan (after one year of service), annual paid time off, holiday leave, and professional development funds.

OSC is a 501(c)(4) nonprofit company based in Memphis, Tennessee. OSC performs educational, advisory, administrative, and clearinghouse functions to assist The Pi Kappa Alpha International Fraternity (PIKE) and other not-for-profit organizations and their members, officers, and alumni. The position is open and immediately available.

*Note: Position title, along with partial increase in responsibilities, could be elevated to Director of Digital Communications for a more experienced candidate.*

### Overview/General Responsibilities

The Associate will support regular email campaigns, including monthly newsletters and other targeted email communications to undergraduate members and alumnus members. Additional duties are to assist in planning and executing social media campaigns and posts to support business objectives, and update the organization's web page and other communication channels as required. The Associate will update and execute the organizational content calendar to ensure timely production of communications. Job responsibilities and tasks for the Associate are subject to change based on the needs of the organization and at the direction of leadership.

The Associate provides support to customers—other departments with the organization including operations, recruitment & expansion, volunteer & alumni engagement, and member development. The work environment is professional with an emphasis on teamwork and professional development.

The successful candidate will be part of a four-person team of marketers, writers, digitalists, and creatives executing communication and marketing tactics to meet organizational goals. The Associate will report to the Chief Communications & Alumni Officer.

### Specific Responsibilities

- ◆ Email & web (40%)
  - Email campaign development, email layout development
  - Responsible for gathering, editing, and formatting content for email newsletter
  - Website updates and limited coding and/or design
  - Data analysis of email campaigns, website analytics, and news monitoring service
- ◆ Design (20%)
  - Ability to create graphics for all communication channels
  - Ability to provide creative direction for all channels
- ◆ Social media (20%)
  - Assist in development of social media posts

- Monitor and manage comments (news monitoring and requests for information)
- Strategy and tactic development, placement, and evaluation
- ◆ Print media (15%)
  - Solicit and edit, as well as draft, submissions for Fraternity’s quarterly magazine
  - Provide inputs to editorial board for future issues; feature writing as required
- ◆ Content Calendar (5%) – Maintain and update content calendar to support email, social, magazine, and event communication channels

## Knowledge and Technical Skills

- ◆ Bachelor’s degree required; degree or demonstrated focus in marketing, journalism, public relations, communication, design or related field is helpful
- ◆ Ability to develop, update, and execute planned communications using a content calendar
- ◆ Understanding of marketing concepts, including market segmentation and communication needs of various audiences
- ◆ Proficiency with Adobe InDesign, Adobe Illustrator, or Adobe Photoshop; Canva; and Microsoft Office Suite
- ◆ Proficiency with basic website content management systems to update website (backed up by an outside digital firm)
- ◆ Knowledge of marketing email systems such as Emma, Constant Contact, Salesforce or MailChimp
- ◆ Knowledge of Hootsuite and Google Analytics to place and assess communications
- ◆ Ability to write well and apply brand standards to submitted content
- ◆ Familiarity with various social media channels to include audience, communication tactics, and analytics
- ◆ Ability to create and place content across digital platforms
- ◆ Basic to advanced photography and/or video production skills are a plus

## Personal Skills

- ◆ Strong work ethic and positive attitude
- ◆ Collaborative professional work style and strong interpersonal skills
- ◆ Strong organizational skills
- ◆ Excellent communication skills: oral, written, creative aptitude
- ◆ Attention to detail and deadlines with the ability to manage competing demands for time

## Employer Core Competencies

- ◆ Action-Oriented
- ◆ Instills Trust
- ◆ Ensures Accountability
- ◆ Communicates Effectively
- ◆ Customer Focus

## How to Apply

Employer is an Equal Opportunity Employer and is committed to providing a work environment that is free of unlawful discrimination of all types. It is Employer's policy that all applicants for employment will be considered and treated without regard to race, color, sex, pregnancy, religion, age, national origin,

disability, veteran status, sexual orientation, gender identity or genetic information, or any basis of discrimination made unlawful by applicable state or federal law. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.

For immediate consideration, please submit a résumé and cover letter explaining your relevant experience or qualifications and available start date. You may also submit any portfolio or work examples.

Human Resources  
8347 West Range Cove, Memphis, TN 38125  
[operations@pikes.org](mailto:operations@pikes.org)  
*No phone calls, please.*

Open date: June 23, 2022  
Close date: Position will remain open until filled.

###