



# PHI KAPPA PSI FOUNDATION

Invest today. **Change tomorrow.**

## **POSITION TITLE:**

Content Specialist/Writer

## **BASIC FUNCTION:**

The Content Specialist/Writer is a full-time position responsible for the project management and development as well as the editing and publishing of written content and copy for the Phi Kappa Psi Fraternity and Foundation. This includes, but not limited to, cultivating stories to be shared across the organization's social media, direct response mailings/emails, print publications and digital platforms.

## **RESPONSIBILITIES:**

- Assists with editorial oversight, ensuring quality and consistency of voice/language across multiple contributors and channels.
- Conceptualizes and produces content that can live across channels and platforms (i.e., *The Shield*, social media, etc.) which further enhances the impact of organizational marketing and communications efforts.
- Conducts research based on subject matter and uses interview and questionnaire techniques to generate member-based content.
- Manages Phi Psi Blog and curates content in a timely manner.
- Supports department heads, as needed, ensuring content required for publications is curated and submitted in a timely manner.
- Develops content leveraging analytics and market/member research results to support ongoing communications strategy.
- Assists in content strategy for key direct response campaigns and other programs as needed.
- Edits communications and content to ensure branding and style guidelines are met.
- Pursues continuing education and training on areas of direct impact on the role and the Director's relevant professional development.
- Maintains the organization's reputation for integrity, responsibility, caring and prudent management of donor gifts and volunteer time.
- Provides ideas, opinions, or information in an articulate, professional manner.

## **INTERNAL RELATIONSHIPS:**

Works closely with and reports to the Senior Director of Communications. Is an integral member of the Communications Team. Works closely with all Foundation and Fraternity staff.

## **EXTERNAL RELATIONSHIPS:**

Has regular contact, and in some cases manages the relationship with, the public, vendors, donors, alumni, undergraduates and friends of the Foundation as appropriate.

**QUALIFICATIONS and QUALITIES:**

- Bachelor's degree with emphasis in communications or related field preferred.
- Demonstrated organizational and communication skills as well as ability to work with and motivate other professionals and volunteers.
- 1-3 years of experience in a communications role.
- Related experience writing and producing content in short and long formats and adapting to various audiences.
- Excellent writing, editing, and oral communications skills.
- Ability to deftly coordinate multiple projects simultaneously with a keen attention to timelines and deadlines.
- Excellent attention to detail, analytical skills and sound judgement.
- Highly collaborative team player with outstanding interpersonal and customer service skills.
- Ability to handle and prioritize multiple complex priorities and tasks in a fast-paced, team environment.
- Experience with WordPress, Adobe Creative Suites and Microsoft 365 are preferred.
- SEO knowledge preferred.
- Member-centered and focused on building lasting relationships with donors.
- Ability to provide direction and motivation to others through communication, modeling appropriate behavior, optimism and achievement.
- Ability to work cooperatively to achieve common goals; support cooperation, collaboration and the sharing of information while providing the best quality product available and continuously upgrade standards to maintain quality, in all areas of responsibility.
- Willingness and ability to travel and to work nights and weekends, as required.
- Openness to new ideas and their implementation.
- Ability to adapt to changing situations appropriately.
- Broad based knowledge of non-profit fundraising.

**OTHER DUTIES:**

The above statements are intended to describe the general nature and level of work being performed in this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

**NON-DISCRIMINATION POLICY:**

We are an equal opportunity employer and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.

