

CHIEF MARKETING OFFICER

SUMMARY: The Chief Marketing Officer (CMO) is a senior leadership position of the Fraternity reporting directly to the Chief Executive Officer (CEO). The Chief Marketing Officer will be responsible for telling Chi Omega's story through various electronic, written, and in-person communications while keeping the organization's approved brand voice, visualization, and messaging consistent. The Chief Marketing Officer will develop brand messaging strategy and ensure that all Fraternity, Foundation, and Chi O Creations materials are aligned with the brand promise of the organization.

RESPONSIBILITIES:

Elevate and Preserve the Chi Omega Brand:

- Work with Chi Omega's branding agency to strategize key messaging and brand imaging through marketing strategy rooted in member and stakeholder research.
- Enforce the brand through facilitating regular education to members, staff and volunteers on Chi Omega's Brand Visualization Guide and Stylebook and by performing review and approval procedures.
- Independently write and verbally articulate Chi Omega's brand promise and values proposition by customizing tone and voice to target audience and member life stage.
- Work closely with Chi Omega's national crisis public relations firm, local chapter officers and the Executive Headquarters staff to promote positive press messaging and draft frequent holding statements for media inquiries.
- Participate in annual media training and serve as one of the key spokespersons for Chi Omega in addition to the CEO and the National President.
- Execute crisis protocol as efficiently and effectively as possible with swift and professional communication to all stakeholders including media and have direct contact with individual members, parents, media and other stakeholders whenever necessary.
- Develop and manage a public relations and marketing toolkit for collegiate and alumnae chapters.
- Commit to continuing marketing and public relations education both inside and outside the fraternal industry, incorporating the newest marketing trends into the Fraternity's strategic marketing plan, when approved.
- Organize Chi Omega's photo library by ensuring the regular addition and archiving of branded images for printed and digital communications.
- Present innovative and strategic initiatives to the CEO and the Supreme Governing Council for consideration at least on a quarterly basis.

Craft Chi Omega's messaging:

- Tell Chi Omega's story and promote the brand promise through print, digital and in-person communication content.
- Strategically develop the annual communication timeline for the Fraternity, the Chi Omega Foundation and Chi O Creations.
- Articulate messages to the membership and to the public on behalf of Chi Omega Fraternity in accordance with the vision of the Supreme Governing Council.

- Commit to regular assessment and analysis of each communication's success outcomes, market response, impressions made and actions taken, reporting these statistics regularly to the CEO and the Supreme Governing Council.
- Oversee production of *The Eleusis*, Chi Omega's national magazine, including working regularly with *The Eleusis* editor and a volunteer editorial board to collaborate on content and themes of each issue. *The Eleusis* is published 3 times a year; the circulation is approximately 190,000 copies per issue.
- Serve as an educator and regular facilitator to staff, volunteers and members on social media, media and brand guidelines as well as best practices for generational communication messaging.
- Develop national meeting theme lines and communication strategy.
- Write, conceptualize, edit and approve all scripts and all audio-visual elements associated with national meetings to include business meetings, meals and general sessions.
- Write and edit content for key communication vehicles, such as *The Eleusis*, Chi O Conversations (podcast), member, volunteer and donor emails, national and regional meetings and celebrations, websites, social media, brochures, letters and other publications.
- Draft speeches for national volunteers and members of the Supreme Governing Council.
- Create all presentation and application promotional materials for extension efforts of the Fraternity.
- Complete additional special requests from the Governing Council and Chief Executive Officer.

Supervise Marketing Department, associated vendors, and resources:

The Chief Marketing Officer will oversee the following staff members and volunteers:

- Branding Specialist
- Event Planner
- Marketing and Design Specialist
- Content Marketing Specialist

The Eleusis Editorial Board

- Editor
- Outside consultant
- Team members

The CMO will also develop and manage annual budgets for the following:

- *The Eleusis*
- Communications
- Convention and Firesides Leadership Training

EDUCATION | EXPERIENCE:

- College degree in marketing, public relations, journalism, or a related field.
- At least five years of experience in public relations and communications, preferably with a nonprofit organization.
- Demonstrated experience implementing a national communications or public relations strategy.

- Demonstrated success in project management, including working on teams and meeting key deadlines.
- Demonstrated success producing complete work products on time and within budget.
- Experience working with or in a volunteer organization is preferred but not required for the position.
- Excellent interpersonal skills, including an optimistic, flexible attitude.
- Ability to juggle multiple tasks and priorities.
- Ability to work independently and remain motivated and deadline oriented.
- Excellent written and oral communications skills, as well as strong art direction and editing skills.
- Ability to travel.
- Excellent computer skills, including experience with Microsoft Office products and knowledge of working with membership databases.
- Graphic design experience is a plus but is not required for the position.

TECHNICAL SKILLS:

- Graphic design experience is a plus but is not required for the position.

MEMBERSHIP:

- Membership in Chi Omega is required.

LOCATION: This is a full-time position located at the Chi Omega Executive Headquarters in Memphis, Tennessee. Relocation benefits are available. This position is exempt; salary will be commensurate with experience and qualifications. Applications will be accepted immediately until the position is filled.

TRAVEL: Occasional overnight travel is required to support national meetings, professional conferences or vendor meetings. Travel will be limited to and scheduled in advance.

ABOUT CHI OMEGA: Founded in 1895, Chi Omega Fraternity is the largest women's fraternal organization in the world with over 390,000 initiated Sisters and 181 collegiate chapters. Chi Omegas bring the Fraternity's founding purposes to life, one woman at a time, through friendship, personal integrity, service to others, academic excellence and intellectual pursuits, community and campus involvement, and personal and career development. Chi Omega's shared values inspire Sisters to serve the world for a lifetime. Learn more at chiomega.com.

HOW TO APPLY: Qualified and interested applicants should send a resume and cover letter, including salary requirements and references to:

Leslie Herington
Chief Executive Officer
Chi Omega Fraternity
3395 Players Club Parkway
Memphis, TN 38125
Email: leslie.herington@chiomega.com