



Position Title: Senior Director of Communication

Organization: North-American Interfraternity Conference (NIC)

Reporting Relationship: Chief Communication Officer

Location: Carmel, Indiana

Availability: Immediate

The NIC is laser-focused on enhancing the fraternity experience, and how we tell the story of fraternity is a huge part of that. We are looking for someone new to join our communication team to develop and lead compelling, industry-wide campaigns; drive grassroots engagement on advocacy efforts; and pitch-in on crisis communication efforts when issues arise. We need a sharp professional who shines at crafting messaging and can lead a project from start to finish, both from a visionary level and with excellence in the details.

We work in a fast-paced, start-up-like environment, where you will gain a wide breadth of experiences and build new skills. Our team is dynamic and collaborative—dedicated, focused, talented (and clearly, humble). We work hard and smart; we aim high and don't settle. And it's worth it, because we know our work is important to the future of the fraternity experience and the men who will join it in years to come.

In This Role, You Will:

- Lead grassroots communication efforts to engage fraternity members around advocacy and legislative priorities, in collaboration with interfraternal organizations and partners.
- Develop and execute proactive, industry-wide campaigns geared toward telling the story of fraternity experience.
- Build and implement marketing plans around specific areas of NIC and industry focus, for example the Health & Safety Initiative.
- Assist our team in crisis communication response, as issues arise for member organizations, Interfraternity Councils, or the industry.
- Participate in the creative process with other team members.
- Provide support with all areas of communication, including program promotion, regular audience touchpoints, social media, web content and more.
- Nurture and grow the NIC's reputation for being a forward-thinking, supportive communication partner in the industry.
- Other duties as assigned.

You Are:

- A clever messaging pro, with a voice that relates to fraternity men.
- A thoughtful writer with a quick turn-around.
- A self-starter, able to work independently.
- A team player with commitment to build relationships and work collaboratively with staff, member fraternities, partners and constituents.
- Able to leverage relationships to gain buy-in around industry-wide communication efforts.
- Able to execute high-quality campaigns and projects, while maintaining a budget.
- Able to balance multiple projects at once.
- A servant leader motivated to exceed expectations with high ethical standards.
- Able to find career satisfaction in this position for a period of no less than three years.

You'll Need:

- Bachelor's degree in a related field (communications, marketing, public relations, etc.).
- Five or more years of professional experience in marketing or communications.
- Excellent writing and editing skills.
- Expertise with social media platforms.
- Proficiency with the Adobe Creative Suite (Illustrator, InDesign and Photoshop).
- Familiarity in web content management systems and email marketing platforms.
- Proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook).
- Excellent organization and task/project prioritization skills.
- Interpersonal skills with ability to establish and maintain effective relationships.
- Willingness to work flexible hours, including evenings and weekends.
- Membership in a fraternity or sorority preferred.

Are You Saying to Yourself, "This is Me."?

Email a cover letter (including salary requirements) and résumé to Heather Kirk, Chief Communication Officer (heather.kirk@nicindy.org). Résumé review will begin immediately.

About the NIC:

The [NIC](#) is the trade association representing 66 inter/national men's fraternities. The NIC's member organizations boast more than 6,000 chapters located on more than 800 campuses in the United States and Canada, with approximately 385,000 undergraduate members and nearly 4.2 million alumni. It provides a fast-paced, start-up like environment and delivers on [five core priorities](#) to its members—including sophisticated educational efforts, leading the fraternal industry to [positive change](#).