



Position Title: Director of Communication

Organization: North American Interfraternity Conference (NIC)

Reporting Relationship: Chief Communication Officer

Location: Flexible

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. Additionally, the NIC communication team supports and advances the Foundation for Fraternal Excellence (FFE). We are looking for someone 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 with a passion for writing, 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:

- Write powerful content for a variety of communication channels including media statements, emails, websites, print publications and more.
- Develop and execute proactive, industry-wide campaigns geared toward telling the story of fraternity experience.
- Assist our team in crisis communication response, as issues arise for member organizations, Interfraternity Councils, or the industry.
- Build and implement marketing plans around specific areas of NIC and industry focus such as the Awards of Distinction Program and Health & Safety Initiatives.
- Lead and execute social media strategy and content cultivation for NIC and FFE channels.
- Execute email marketing campaigns and newsletters to key audiences.
- Execute aspects of educational programming in virtual and in-person spaces including marketing, planning, registration and program delivery while also supporting leadership in curriculum development, budgeting, logistic coordination and program assessment
- 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.).
- four or more years of professional experience in marketing or communications.
- Excellent writing and editing skills.
- Proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook).
- Experience with social media platforms.
- Familiarity with the Adobe Creative Suite (Illustrator, InDesign and Photoshop). Proficient is a plus!
- Familiarity in web content management systems and email marketing platforms.
- 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.
- Openness to minimal travel for staff retreats, events and professional development conferences.
- Membership in a fraternity or sorority preferred.

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

Email a cover letter (including salary requirements) and resume to Todd Shelton at todd.shelton@nicfraternity.org. Resume review will begin immediately.

About the NIC:

The North American Interfraternity Conference (NIC) is a trade association that represents 58 national and international men's fraternities, including a diverse range of culturally and religious-based organizations, on campuses in the United States and Canada. The NIC is committed to supporting opportunities for young men to seek and form positive, enriching fraternal bonds. The health and safety of students guides our advocacy, standards and education.