



NORTH AMERICAN  
**INTERFRATERNITY**  
CONFERENCE



FOUNDATION  
FOR FRATERNAL  
EXCELLENCE

**Position Title:** Director of Marketing

**Organization:** North American Interfraternity Conference & Foundation for Fraternal Excellence

**Reporting Relationship:** Chief Communications Officer

**Location:** U.S. Based, Fully Remote

**Availability:** Immediate

The NIC and FFE have a highly integrated staffing structure which supports our collective work to enhance the fraternity/sorority experience; the Director of Marketing will support both entities' strategic priorities as set by the NIC Governing Council and FFE Board of Directors.

The NIC is laser-focused on enhancing the fraternity experience through advocacy, education, standards and insights. FFE serves fraternal foundations and is committed to advancing the industry by enhancing the skills and knowledge of their professionals and volunteers.

We are seeking a strategic and mission-driven marketing leader who is passionate about advancing the fraternity and sorority experience. The ideal candidate will excel at developing timely, relevant and impactful communications that drive awareness, engagement and action. This role operates within a fast-paced environment, offering broad exposure and diverse responsibilities. Our team is high-performing, collaborative and deeply committed to delivering meaningful results.

**In this role, you will:**

- Write powerful content and design imagery for a variety of communication channels including media statements, email campaigns, websites, social media, print publications and more
- Execute multiple monthly email newsletters that provide updates to members, donors, fraternal advocates, etc.
- Execute proactive, strategic email campaigns to drive program-related revenue for PRIME: The Summit of IFC Presidents, IFC Academy, Seminar, Summit, Advance and Aspire to increase attendance and engagement
- Oversee the collection of impact stories from program participants, scholarship recipients, members, donors, etc. for use in marketing efforts
- Manage and maintain the integrity of all NIC/FFE-related social media accounts, websites and branded collateral
- Collaborate with the Chief Communications Officer on the organizational communication calendar
- Support annual FGRC Capitol Hill Visit communication, registration and related materials
- Support each entity's on-site and virtual meeting and educational program communications needs including but not limited to scripting, branded collateral, audio/visual support, photography, videography and editing, etc.
- Support the NIC & FFE Awards of Distinction programs and the IFC Awards program
- Support the men's and women's research initiatives as requested

- Assist with crisis communication response for member organizations, Interfraternity Councils or the industry, as requested
- Other duties as assigned

**You are:**

- A marketing and communications enthusiast who loves to grow organizational resources
- A detail-oriented professional who prides themselves on editing and perfecting content
- A deadline-driven professional who understands the importance of timely execution
- A systems-thinker who enjoys designing and executing processes with consistency
- A self-starter who can work independently and efficiently
- Someone who can find career and life satisfaction in this role for a period of no less than three years

**Qualifications**

- Bachelor's degree in a related field (communications, marketing, public relations, etc.)
- 3-5 years of professional experience in marketing or communications
- Excellent writing and editing skills
- Expertise with social media platforms
- Proficiency in web content management systems and email marketing platforms
- Proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Proficiency with the Adobe Creative Suite (Illustrator, InDesign and Photoshop)
- Familiarity with Salesforce and affiliated platforms (Pardot, Account Engagement, Marketing Cloud) a plus
- Familiarity with project management platforms (Asana, etc.) a plus
- Photography skills/experience a plus
- Working knowledge of video editing/production software a plus
- Interpersonal skills with ability to establish and maintain effective relationships
- Membership in a fraternity or sorority preferred

**Know Before Applying:**

- Staff performance is measured by clearly defined goals and incentives that reward achievement-oriented individuals. This framework focuses the staff on strategic goals and sets boundaries to successfully blend work and personal life priorities.
- This role is perfect for someone who values the fraternal experience and has a strong desire to share it through a variety of mediums.
- Our staff is fully distributed across the U.S., each working in their home time zone with core hours set by the individual.
- You can expect to travel 3-5 times per year for staff retreats, in-person programs and other requested trips.
- The NIC is a member of the Fraternity Communications Association (FCA).

**Interested?**

Email the following materials to Chief Communications Officer Hillary Brewer at [hillary.brewer@fraternalexcellence.org](mailto:hillary.brewer@fraternalexcellence.org). Candidate review will begin immediately.

- Cover letter (including compensation requirements)
- Resumé
- Two writing samples
- Two design samples

**About the FFE and NIC:**

[FFE](#) is comprised of more than 65 men's, women's and co-ed fraternal educational foundations and operates to advance the various needs of the dynamic industry. FFE provides operational support for new and emerging fraternal foundations and works collaboratively with various fraternal communities to strengthen and improve the fraternity/sorority experience through a culture of care, connection and research.

The [NIC](#) is the trade association representing 60 inter/national men's fraternities. The NIC's member organizations boast more than 6,000 chapters located on more than 600 campuses in the United States and Canada, with approximately 250,000 undergraduate members and nearly 4.2 million alumni.