

Alpha Gamma Rho Fraternity

Communications Manager Role Description

Job Summary:

Alpha Gamma Rho (AGR) Fraternity is currently seeking a Communications Manager who is responsible for the communication functions, projects and duties of the National Fraternity as directed by the Chief Executive Officer. The successful candidate will be responsible for leading, creating and managing AGR's communications program, publications and communications channels, including its branding efforts. This position will coordinate with AGR staff, volunteers and vendors.

Type & Term of Position:

Permanent, full-time staff position employed by Chief Executive Officer with approval by the Grand President and based in AGR's Home Office in Kansas City, Missouri

Travel:

Position requires travel on an occasional basis, approximately 10%.

Responsibilities and Duties:

1. Develop, implement and evaluate the annual communications program based on the Fraternity's strategic priorities, promise and values; track the status of projects to ensure deadlines and budgets are met.
2. Perform duties for the Chief Executive Officer as they relate to various types of communications. Maintain knowledge of AGR activities and make communications recommendations.
3. Guide AGR's re-branding efforts; follow established brand guidelines in all communications. Provide updated guidelines, recruitment and informational materials for AGR chapters.
4. Develop, write and edit high-quality communications, including website and social media marketing copy, presentations, e-newsletters, brochures, signage, news releases and other internal and external communications materials. Perform the design, layout and production for some communication materials.
5. Lead the planning, production and distribution of the Fraternity's publications including the biannual *Sickle & Sheaf* and the annual Growth Report for the Educational Foundation. Seek story ideas and photos, research, write and edit articles, coordinate design and layout and manage vendors.
6. Manage AGR's digital presence for its website and social media channels, including Facebook, Twitter, LinkedIn, Instagram and Snapchat. Develop content, blogs, graphics and video assets for use on the website and social channels. Monitor Alpha Gamma Rho's online presence and evaluate digital analytics to shape future communications.
7. Assist with email marketing and communications, including fundraising for the Educational Foundation and AGR events, such as Leadership Seminars, Advisor Forums and the biennial National Convention.
8. Assist with AGR events, special projects and fundraising campaigns. Coordinate the development of promotional materials and presentations.
9. Responsible for planning, compiling, writing, editing, producing and distributing the S&S

- E-brief* to membership.
10. Coordinates the implementation and production of AGRconnect, the online education portal, working with developers to resolve issues as needed.
 11. Recruit and manage AGR's communications intern, including providing direction and assignments.
 12. Develop and maintain relationships with volunteers, agencies, consultants and other external vendors on communications projects.
 13. All other duties assigned.

Relationships:

- Reports directly to the Chief Executive Officer.
- Works with Chief Executive Officer, other staff members, national boards, volunteers and vendors

Qualifications and Skills:

- Bachelor's degree required
- 1-3 years of experience in communications, ag communications, public relations or related field, or a combination of robust undergraduate/internship experience
- Ag background preferred but not required
- Knowledge or experience of Greek system a plus
- Experience working with design and video software, such as Adobe Creative Suite, including InDesign, Photoshop, Illustrator, Premiere Pro, Acrobat Pro, as well as Microsoft Office Suite
- Excellent communication skills, both oral and written, and strong interpersonal skills
- Strong writing and editing skills, including knowledge of AP Style
- Experience working with social media platforms and online sites, including WordPress or similar CMS platforms

To Apply:

Send a resume and cover letter to Becky Haley (becky@alphagammarho.org).