



**ALPHA
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**Alpha Gamma Rho Fraternity
Director of Communications
Position Description**

Job Summary:

Alpha Gamma Rho (AGR) Fraternity is currently seeking a Director of Communications who will be responsible for the communication functions, projects and duties of the National Fraternity based on a strategic communication plan. The successful candidate will be responsible for leading, creating and managing AGR's communications program, publications and channels, including its branding efforts. This position will coordinate with AGR staff, volunteers, contractors and vendors.

Type & Term of Position:

This full-time staff position is based in AGR's Home Office in Kansas City, Missouri or remotely with occasional travel to the office.

Travel:

The position requires travel on a limited basis

Essential Responsibilities:

The Director of Communications will have responsibilities in the following areas:

Communication Planning

- Develop and implement a strategic communication plan, updated at least annually, based on the Fraternity's priorities, promises, and values as well as the organization's strategic plan.
- Maintain knowledge of AGR activities and make communications recommendations.
- Perform duties for the Chief Executive Officer as they relate to various types of communications, including determining the most effective and efficient platform for AGR executive communications.
- Track the status of projects to ensure deadlines and budgets are met.

Communication Execution

- Develop, write and edit high-quality communications materials, including website and social media, marketing copy, presentations, e-newsletters, brochures, signage, news releases and other internal and external communications materials.
- 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. These efforts will include seeking story ideas and photos, research, writing and editing articles, coordinating design and layout, and managing vendors.
- Plan, compile, produce and distribute *S&S Monthly E-brief* to membership.
- Develop and maintain relationships with volunteers, agencies, contractors, and other external vendors on communications projects.

- 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. Engage in online listening and evaluate digital analytics to inform future planning.

- Perform the design, layout and production for some communication materials.
- Follow established brand guidelines in all communications.

Communication Support

- Provide updated guidelines, recruitment, and informational materials for AGR chapters.
- Assist with email marketing and communications, including fundraising for the Educational Foundation and AGR events, such as Leadership Seminars, Recruitment Schools, and the biennial National Convention.
- Assist with AGR events, special projects and fundraising campaigns, including coordination of the development of promotional materials and presentations.
- Plan, coordinate and produce print and digital communications for a major fundraising campaign with the Educational Foundation.

Relationships:

- Reports directly to the Chief Executive Officer.
- Part of the Senior Management Team
- Works with Chief Executive Officer, other staff members, national boards, volunteers, contractors, and vendors

Required Qualifications and Skills:

- Bachelor's degree required
- Minimum of 3 years of experience in communications, public relations, marketing or a related field
- Excellent communication skills, both verbal and written, and strong interpersonal skills
- Strong writing and editing skills
- 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
- Experience working with social media platforms and online sites, including WordPress or similar CMS platforms
- Strong knowledge of AP Style
- Ability to successfully balance multiple projects at once
- Ability to communicate and collaborate with a variety of stakeholders on projects

Preferred Qualifications

- Agricultural Background
- Fraternity/Sorority life experience (social or professional)
- Work experience with other non-profits
- Experience with digital photography

To Apply:

Please submit a resume, three references, and a cover letter articulating your interest via email to Becky Haley (becky@alphagammarho.org).