

POSITION

Digital Communications Specialist

DEPARTMENT

Communications

COMPANY

Sigma Tau Gamma Fraternity

LOCATION

Indianapolis, IN

OUR VISION

Building Noble Generations of Men.

A Sig Tau knows that life is about growing to your own personal best, growing to greatness. He doesn't just happen upon us; he is chosen from among our friends to be called our Brother. He is then shown the deeper meaning behind our outward principles – principles which give our men every advantage to make each day count, the knowledge to strive for one's personal goals, and the will to be courageous. What a Sig Tau believes, shapes who he is and informs his every action.

A fraternal experience committed to building a generation founded upon nobility remains the principal benefit of membership in Sigma Tau Gamma and the one definitive element that differentiates us from other fraternal organizations on campus.

By the very definition of the word noble, those not affiliated with Sigma Tau Gamma will know that we provide values-based leadership development opportunities to our members. With the vision as a backdrop, we have developed a purpose statement, which will focus our efforts.

OUR PURPOSE

To be a Fraternity of Courageous and Noble Gentlemen Who Always Endeavor Forward.

Having courage is the most important thing any man can do; it is a foundation because without courage you cannot practice any of the principles or strive to be a high-performing noble gentleman. It is our duty to provide a spontaneous and joyous welcome to each and every man who wants to call himself a Sig Tau. By creating that kind of environment, we will foster the best within each and every member, thereby giving them a path to pursue wisdom all through life. It is that commitment to better oneself that will give them the will to endeavor forward – always.

We cannot reach our vision or exemplify our purpose if the products and services we offer are not **relevant** to our members, **replicable** across chapters and time, and **recognizable** as ours so as to be discernable from our competition. These 'Three R's' will become the litmus test against which we will allocate resources in the months and years to come.

POSITION'S ROLE IN THE VISION AND PURPOSE

The Digital Communications Specialist is a full-time position responsible for several functions within Sigma Tau Gamma Fraternity, Foundation, and WPN National Housing Company.

The Digital Communications Specialist is dedicated to growing his or her knowledge and skills in the communications field, is reliable, and is deadline oriented. The Digital Communications Specialist reports directly to the Director of Communications & SAGA Editor.

Primary responsibilities include updating the national website, managing email communication including content creation sent to target audiences, maintaining the organization's online storefront in the Sig Tau Marketplace, and the archive process for both digital and physical items.

RESPONSIBILITIES

Sig Tau Marketplace

- Maintains all aspects of the Sig Tau Marketplace, including listing new items, updating the digital storefront with new graphics, and aids in strategy creation around peak selling periods.
- Researches current trends for product development.
- Analyzes insightful data to aid with decision making.
- Partners with trusted vendors to ensure the fulfillment of all orders.
- Records accurate inventory with PI (Physical Inventory) taken twice a year.

Email Communication

- Assists in content creation for the Fraternity, Foundation, and WPN National Housing Company.
- Analyzes insightful data to gauge the success of various email campaigns.
- Actively conducts research to help the organization find new and productive ways to reach audiences through analytics, A/B Testing, and segmentation.

Website

- Ensures content on sigtau.org is current and accurate, including spot-checking page information, formatting, and brand consistency.
- Add new engaging content including events, press releases, employment opportunities, various forms, and other timely announcements.
- Continuously reviews and improves the website based on Google Analytics.

Archives

- Continues to evaluate the process of archive submissions, both physical and digital, from members and friends of Sig Tau.
- Maintains the organization of archived content including but not limited to photos, letters, newspapers, scrapbooks, and apparel.
- Develops showcases of historical moments in Sigma Tau Gamma's history to be displayed.

GENERAL RESPONSIBILITIES

- Assist with communication efforts for all board meetings and programming.
- Work closely with the communications team to identify and discuss innovative ideas for a continued social media presence.
- Creates content for the SAGA Blog, SAGA Monthly, and SAGA Magazine.
- Promotes positive membership stories, publicizing the work of Sigma Tau Gamma to a multi-generational membership and build affinity among internal and external stakeholders.
- Be present and actively engaged, either physically or on a conference call, for all one-on-one conversations, staff meetings, etc.
- Cultivate and maintain positive relationships and demonstrate excellent customer service with all constituent groups, including undergraduates, alumni, parent's/family members, and college/university partners.
- Operate within the approved budget.
- Consistently demonstrate through words, actions and interactions, alignment with the Fraternity's Principles, Standard of Service, and Strategic Plan.
- Demonstrate a positive, problem-solving mindset and a spirit of teamwork and cooperation.
- Actively participate in team and professional development opportunities to strengthen communications team and network.
- Seeks and creates opportunities to solicit feedback, ideas, etc. through strong interpersonal skills and empathy to build strong and positive, transparent communications and solutions.

SUPERVISOR

Director of Communications & SAGA Editor

QUALIFICATIONS

- Member of Sigma Tau Gamma Fraternity or other fraternity/sorority and basic knowledge of the Fraternity strongly preferred.
- Bachelor's Degree required.
- 2-5 years of professional experience preferred.
- Proficiency in PowerPoint, Excel, and Microsoft Word is required.
- Having a basic understanding of Adobe Creative Suite, WordPress, Google Analytics, and Shopify is preferred.
- Have strong levels of creativity and the ability to generate ideas.
- Possess superior writing/speaking skills and familiar with Associated Press Style.
- Must possess excellent analytical, organizational, and communications skills.
- Initiative and independence in carrying out responsibilities.
- Team-oriented professional work style, strong work ethic, self-motivated and positive attitude, attention to detail and deadlines with ability to manage competing demands for time.
- Commitment to maintain confidentiality and a high degree of accuracy in constituent records.

- Ability to anticipate needs, see opportunities, and use good judgment in dealing with confidential information.
- Ability to analyze and review operational procedures, identify problem areas, and optimize performance through procedural changes.
- Demonstrated ability to work effectively with people of diverse backgrounds and promote a positive work environment, the spirit of cooperation and positive reactions to change.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

- Occasionally required to stand.
- Occasionally required to walk.
- Continually required to sit.
- Frequently required to utilize hand and finger dexterity.
- Occasionally required to climb, balance, bend, stoop, kneel or crawl.
- Frequently required to talk or hear.
- Continually utilize visual acuity to operate equipment, read technical information, and/or use a keyboard.
- Occasionally required to lift/push/carry items up to 25-50 pounds.
- To perform this job successfully, an individual must be able to perform each essential job duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals to perform essential job functions.

LOCATION

Indianapolis, Indiana

DESIRED START DATE

January 2022

EMPLOYMENT STATUS

Full Time, Exempt Employee; Salary

COMPENSATION AND BENEFITS PACKAGE

Sigma Tau Gamma is a small, non-profit business with a large reaching impact. Our select staff of men and women immediately allows you to join and have an instant impact on an organizational membership of over 63,000. From day one, you become a valued and essential member of our team.

Additionally, you will receive:

- Competitive Nonprofit Salary
- Meal and Mileage Reimbursement
- Health, Dental, and Life Coverage (at no cost to the employee)
- Vision, Optional Additional Life, Disability, Legal Coverage Options
- Paid Holidays, Vacation Days, and Sick Time
- Cell Phone Nonprofit Rates

- Personally Retain Accumulated Airline and Hotel Travel Points
- Ability to Participate in 401K
- Personal and Professional Development Growth Opportunities

NON-DISCRIMINATION POLICY

The Sigma Tau Gamma Fraternity, Foundation, and the WPN National Housing Company are an equal opportunity employer. We do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.