DIGITAL COMMUNICATIONS COORDINATOR
Location: South Kansas City
Hours per week: 37.5*
Salary Estimate: $39,000-$44,000

Benefits package available after 90 days, including the potential for a four-day, 32-hour work week at full compensation. The four-day schedule is based on trust, learning and success milestones.

Are you a digital maestro with a knack for crafting compelling narratives that drive member engagement and brand recognition? Alpha Phi Omega National Service Fraternity is on the lookout for a talented digital communications coordinator to champion our organization’s brand, expand its digital presence and amplify our vision and mission. If you’re passionate about leveraging the power of digital media to inspire action and drive meaningful change, then this role is your chance to make a lasting impact on a national scale. Join us in shaping the future of communication as we strive to engage, connect, and empower our diverse community through digital storytelling and brand awareness.

Details About the Digital Communications Coordinator
At Alpha Phi Omega, success in communications is creating and implementing a content strategy that advances the vision and mission of APO through branded storytelling that is both timely and effective in growing internal and external recognition.

The digital communications coordinator works closely with the Fraternity’s leadership team to establish a strategic content strategy, and is then responsible for coordinating its implementation through all internal and external communications and marketing efforts, including but not limited to publications, promotional collateral, electronic newsletters, and social media.

A qualified candidate possesses a high degree of accuracy, analytical and cognitive skills. They are organized and timely in their management of projects and are independent. They are driven to learn and grow in the role and take ownership of the duties they oversee. They exhibit good judgement and are constantly looking for ways to improve how the value of Alpha Phi Omega is shared to members and potential members through marketing and communications channels.

This position oversees the scheduling and day-to-day supervision of the Fraternity’s communications interns and reports to the director of chapter services.

This position will...
- Strategize, coordinate and measure the success of a content strategy to ensure quality and timely membership and marketing touches through internal and external resources such as the Fraternity’s quarterly alumni magazine, e-newsletters, website, mobile app and social media platforms.
• Be a brand champion who ensures proper use of the Fraternity’s brand strategy, as well as seeks to expand brand recognition through all marketing and communication channels
• Directs, develop and consult on all marketing collateral development and implementation.
• Develop and edit content and design for the monthly chapter member, chapter officer and bimonthly alumni e-newsletter through e-marketing vendor sites.
• Consult on the planning and production of the Fraternity’s quarterly magazine, Torch & Trefoil.

The ideal candidate has...
• Marketing/public relations/communications experience
  o Preferred: degree paired with 1+ years’ experience in related field or 5+ years’ experience in lieu of degree
• Proficiency in use of Adobe Creative Cloud
  o Preferred: some design experience in InDesign and Illustrator with desire to grow skills
• Excellent organizational and project management skills
• Exceptional written and verbal communications skills
• Skilled use of social media channels

The ideal candidate is...
• An avid learner, and a dynamic content curator and writer who seeks to further their role and its impact on the organization. They think strategically and align communications that support the organization’s mission and goals.
• Willing and dedicated to working as part of a team and adding value to team projects and discussions.
• Not afraid of challenges and able to be flexible during times/processes of growth and change.

Within 1 Month, They Would...
• Understand the mission, vision and strategic goals of APO
• Understand the programs and services supported by the Fraternity
• Establish relationships with other team members and seek to understand how those roles play into the bigger picture of the organization

Within 3 Months, They Would...
• Be able to independently apply the graphic and publishing style standards of the Fraternity
• Understand and coordinate the existing marketing and communications plan for the organization
• Be able to effectively extract and manipulate data from the database

Within 6 Months, They Would...
• Have a firm understanding of APO institutional knowledge and operations in order to better share our story and unique value proposition to members and potential members
• Be able to share the programs and services of the Fraternity, as well as tell how they add value to the member experience
• Ability to manage 90 percent of the production of the content strategy collateral

About Alpha Phi Omega
Alpha Phi Omega is a gender inclusive national collegiate service organization with chapters across the US and Canada. Founded in 1925, it is the vision and mission of our organization to create inclusive communities for a more peaceful world in which to make a life, by developing leaders, uniting members through friendship and rendering service to all. For almost a century, the more than 575,000 members who make up the membership of Alpha Phi Omega have been dedicated to developing themselves and others as leaders as they volunteer on their campuses and in their communities.

About the National Office Team
The Alpha Phi Omega National Office Team works each day to support the vision and mission of the organization through operational excellence and high-professional standards. We believe that, in a successful team culture, it is essential that team members understand where their work fits into the total context of the organization’s vision and mission and are supported in their professional and personal growth.

The APO National Office Team brings broad skillsets and experiences to the table. We work collaboratively and with the following team norms always front of mind:
• Know Your Team
• Take Ownership
• Think Ahead
• Celebrate Others
• Act Intentionally
• Share A Vision
• Effectively Communicate

Benefits Overview
In addition to the agreed upon salary, standard benefits available to all full-time employees include:
• 12 paid holidays
• Paid time off starting at 12 days for the first two years
• Flexible work hours
• Hybrid work location (based on an agreed upon probationary period)
• Employer paid medical insurance
• Vision, dental and life insurance plan options
• AFLAC
• 403(b) retirement savings program
Additionally, Alpha Phi Omega has deployed a four-day work week model for full-time employees who have shown they can be trusted to meet the expectations of their position, grow their role and exceed productivity standards. This benefit is available to new team members after at least six months of employment and after meeting the learning goals and standards of success for the position. This benefit is not guaranteed and is applied at the discretion of the deputy executive director and executive director.

**Apply to Join the Team!**
Are you interested in learning more about the Alpha Phi Omega National Office Team and how your skills, values and experience might fit and add to our team?

[Click here to apply online.](#) This form will require the completion of a few questions, as well as the submission of portfolio work, resume, and three references (one personal, two professional).

Preference will be given to local candidates over fully remote candidates.