

Area Alumnae Communications Coordinator

Delta Zeta officers and volunteers seek to build connections and community through coaching and mentoring. Through relationship building, personal development and execution of role-based responsibilities, officers and volunteers will support Delta Zeta Sorority in fulfilling its mission, vision, purpose and strategic direction. The Area Alumnae Communications Coordinator will be responsible for publicizing Delta Zeta activities, accomplishments and opportunities for engagement within the alumnae area utilizing various forms of communication.

INTERPERSONAL GOALS AND EXPECTATIONS

Through service in this role, Delta Zeta officers/volunteers will develop and practice crucial leadership skills including, but not limited to, critical thinking, decision-making, team building, effective communication and delegation. Delta Zeta officers and volunteers should exemplify Delta Zeta's shared values of friendship, community, curiosity, generosity, empowerment and belonging, and uphold the Constitution and Sorority Policies.

SPECIFIC RESPONSIBILITIES

- Reports directly to the Area Alumnae Director.
- Preferably works in public relations, digital media, social media, marketing or communications.
- Works closely with the Area Alumnae Director to effectively communicate information from National Headquarters and National Council to local alumnae.
- Develops and executes a marketing plan and curates content to highlight area alumnae information, programs, events and news. Communication methods to be considered include, but are not limited to, state/area newsletters, Facebook, Twitter, LinkedIn, the Delta Zeta app and other digital media.
- Monitors and creates/maintains any area alumnae or related topic groups in social media platforms.
- Serves as a resource for alumnae chapters and chapter associations to help increase their public relations presence and positive, effective use of social media.
- Supports and assists with projects and initiatives as identified by the Area Alumnae Director and National Council.