



Chief Marketing Officer (CMO)

The National Panhellenic Conference (NPC) seeks a results-oriented and self-motivated individual to design and implement NPC's marketing and communications strategies focused on advancing the strategic priorities of growing Panhellenic communities and championing the sorority experience. She must understand the consumer trends of Gen Z and Gen Alpha women to be able to develop messaging to increase brand awareness and consideration among high school-aged women and their caregivers. She will provide thought leadership on how to portray the sorority experience to various audiences to measurably elevate the brand and relevance of sorority in target markets.

In addition to strategy development, the chief marketing officer (CMO) is responsible for partnering on campaign execution with agencies and consulting firms, along with the marketing/communication professionals at our 26 member organizations. She will also oversee internal and external communication to key stakeholder groups.

The ideal candidate will enjoy directing a small team to create a large impact. She will have experience working with organizations or brands similar to NPC—either within the higher education space, focused solely on women or with a current Gen Z market. She will have demonstrated ability to deliver results that demonstrate growth through multiple marketing channels. Additionally, she will have superior relationship-building skills and the ability to influence diverse individuals through the use of data and persuasive advocacy.

Essential Functions:

- Develop and execute marketing and communication strategies to accelerate growth in sorority membership and achieve other short- and long-term goals.
- Build the brand, especially through relationships or partnerships that provide major visibility or engage new opportunities for lead generation.
- Lead strategy development for paid, owned and earned media channels, as well as internal and external communications for the enterprise.
- Serve as the primary advisor to the CEO and NPC Board of Directors on brand strategy, integrated marketing, public relations, advertising and communication planning.
- Acquire and utilize key market research and data to assist organizational leadership with decision-making and resource allocation.
- Coordinate efforts with marketing/communication professionals from our 26 member organizations and industry groups on Conference-wide efforts to enhance the sorority brand.
- Collaborate with external agencies that provide counsel on crisis communications, media relations, etc.
- Oversee development of NPC event marketing, publications and internal communication operations.
- Supervise the marketing & communications team (2-3 part- and full-time staff members).

Qualifications:

- A bachelor's degree or equivalent life experience in marketing, communications, business administration or a related field.
- At least eight years of increasing responsibility in marketing, brand management or advertising.
- Knowledge of the sorority experience and brand through membership, employment or volunteer service, preferred.
- Deep understanding and use of data/analytics in the development and measurement of marketing strategy and tactics.
- Demonstrated ability to manage multiple projects in a fast-paced environment while maintaining accuracy of work.

NPC observes a hybrid work environment with an office in [The Village of West Clay](#) in Carmel, Indiana. Occasional scheduled evening or weekend hours will be required to support NPC governance or events. The salary range is \$90,000-100,000 on annual basis, with a competitive benefits package.

Please submit letter of interest, resume and three examples of your work (proposals, campaigns, project summaries, etc.) to CEO Dani Weatherford (dani@npcwomen.org).

Our Equal Employment Opportunity (EEO) policy is to employ and retain the most qualified individuals regardless of an individual's race, creed, color, religion, national origin, nationality, ancestry, gender/identity, sexual orientation, age, marital/partnership status, military/veteran status, disability or any other characteristic protected by law.

This policy applies to recruiting, hiring, promotions, compensation, employee benefits, layoffs, terminations, sponsored training, continuing education and all other terms and conditions of employment.