



Director of Digital Marketing

The National Panhellenic Conference (NPC) seeks a data, design and technology-obsessed candidate to assume the new role of Director of Digital Marketing (DDM). She is driven to provide seamless communication experiences to target audiences that grow the pipeline of women interested in sorority membership. The DDM will work closely with the Chief Marketing Officer to develop, create, and execute deliverables based on a targeted strategy to reach prospective sorority members and communicate with member organizations. An attitude of creativity, collaborative service, and proactive problem-solving is essential.

[NPC](#), made up of 26 women's-only inter/national member organizations, is the world's largest trade association specifically charged with advancing the sorority experience. Through its advocacy, NPC engages in direct communication and outreach to high school and unaffiliated women to tell the sorority story and encourage joining any of the organizations through chapters on more than 570 campuses across the U.S. and Canada.

The Director of Digital Marketing (DDM) reports directly to the Chief Marketing Officer, with supervisory responsibilities over the Marketing Specialist and two collegiate interns. The DDM will be focused on NPC's strategic priorities to Grow Panhellenic Communities and Champion the Sorority Experience.

Essential Functions:

- Plan and execute all digital marketing, including SEO/SEM, Salesforce marketing database, email, social media and display advertising campaigns.
- Direct, manage and maintain social media presence in partnership with staff members.
- Measure and report the performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Identify trends and insights and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies by staying up to date with the latest trends and best practices in digital marketing.
- Identifies critical conversion points and drop-off points and optimizes user funnels.
- Collaborate with internal teams to create landing pages and optimize the user experience.
- Evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Complete digital marketing department operational requirements by scheduling and assigning employees and following up on work results.
- Maintain digital marketing staff by recruiting, selecting, orienting, and training employees, interns and content creators.
- Collaborate with other NPC teams, committees, and other vendor partners.

Qualifications:

- BS/MS degree in marketing, informatics, technology, or a related field.
- 3-5 years of proven working experience in digital marketing, particularly with a B2C SaaS.
- Strong written and creative design skills with the ability to tell a strong and compelling story across multiple channels.
- Significant experience leading and managing SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- Experience in optimizing landing pages and user funnels.
- Experience with A/B and multivariate experiments.

- Solid knowledge of website analytics tools (e.g., Google Analytics).
- Experience in setting up and optimizing Google Adwords campaigns.
- Experience with WordPress or similar CMS platform.

Preferred

- Working knowledge of HTML, CSS, and JavaScript development and constraints.
- Experience reaching one or more of the target audiences through various marketing channels.
- Proven ability to manage teams to success.
- Direct experience within the Panhellenic community.

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. Competitive salary and benefits package provided. The salary range for this position is \$65,000-\$75,000.

Creative resumes and portfolios that demonstrate digital acumen are encouraged. Apply directly to Aja Pirtle, chief marketing officer, at aja@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.