



NPC Communications Specialist

About NPC

Made up of 26 women's-only inter/national member organizations, the [National Panhellenic Conference](#) (NPC) is the world's largest trade association specifically charged with advancing the sorority experience. Through its advocacy, NPC seeks to enlist nearly 5 million collegiate and alumnae sorority women to showcase the sorority experience's transformational power.

NPC also supports a national network of collegiate and alumnae Panhellenic associations, crucial to nurturing healthy fraternity and sorority communities. Through its programs and initiatives, NPC encourages the sharing of information, resources, and best practices to ensure the sorority experience continues to meet the needs of today's collegiate women.

The NPC office is located in the Village of West Clay in Carmel, Indiana. We offer a hybrid working environment and competitive benefits.

About the Role

The Communications Specialist is responsible for supporting internal and external communications through writing, editing and content curation; assisting in content for The Sorority Life blog and content creator team mentorship; and content for the npcwomen.org website, including oversight of member organization resources.

This position requires a high attention to detail and significant editing and writing skills. The ideal candidate will be highly organized and capable of working independently while contributing to a team. This individual should be able to balance multiple projects, internal clients and deadlines simultaneously.

The Communications Specialist reports directly to the Chief Marketing Officer.

Essential Functions

- Write, edit and curate content for NPC internal channels (e.g., emails, e-newsletters, websites, social media)
- Manage regular email communications with NPC stakeholders through Pardot and Salesforce
- Proofreading and editing of NPC communications materials
- Support the production and design of NPC email messages to internal and external audiences
- Provide basic graphic design and layout support for NPC communications or marketing materials per NPC brand standards and industry trends (e.g., web and social media graphics, marketing collateral, educational program materials and more)
- Assistance with writing and design for NPC events and overall communications

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- Other duties as assigned

Requirements

- A bachelor's degree in or equivalent life experience in journalism, public relations, marketing, communications, or a related field
- Strong written and creative design skills with the ability to tell a strong and compelling story across multiple channels
- 1-2 years of proven experience in writing and/or communications for large audiences
- Written communication samples will be required, along with an editing pre-employment assessment.
- Experience with Salesforce, Pardot, WordPress or similar platform

Skills, Knowledge and Abilities

- Excellent writing, grammar, spelling and proofreading skills. Knowledge of AP style.
- Proficient knowledge of Microsoft Office (Word, PowerPoint and Excel).
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop and Premiere) and Canva.
- Strong knowledge of various social media and web platforms, including Facebook, Instagram, YouTube, LinkedIn and WordPress.
- Knowledge of paid marketing channels and technologies, including paid search (e.g., Google AdWords) and social media advertising.
- Awareness of SEO, SEM and on-page optimization techniques.
- Introductory-level knowledge of other business software and social media apps such as HTML, Salesforce or other CRM software, Pardot or other email campaign tools, Later, TikTok, etc.

Apply directly to Aja Pirtle, Chief Marketing Officer, at aja@npcwomen.org.