



## Assistant Director of Communications

NPC is currently seeking a skilled storyteller and meticulous editor to join our staff as the assistant director of communications.

Working directly with the chief marketing officer (CMO) and in close collaboration with the assistant director of digital marketing, the assistant director will be responsible for NPC communications and lifecycle strategies. This role manages email, social media and website content to engage our various inter/national stakeholders.

### Key Responsibilities Include:

- **Editorial Execution and Brand Governance:** Writing and editing copy for internal and external channels, including strategic emails, newsletters, website updates, social media and educational resources. The assistant director serves as the editorial reviewer for all published materials, ensuring strict compliance with AP style and NPC brand and style guidelines.
- **Campaign Management and Data Analysis:** Strategy, design and distribution of scheduled email communications utilizing Constant Contact and Salesforce. This includes building advanced audience segments within Salesforce and tracking campaign performance metrics beyond standard open rates to optimize digital engagement.
- **Creative Design and Student Mentorship:** Producing visual assets using Canva and Adobe Creative Suite. Additionally, this role helps guide our student content-creator team by reviewing their submissions for TheSororityLife.com.

Strong copywriting and copyediting skills are required, along with a keen eye for detail. The ideal candidate will be deeply familiar with the nuances of the sorority experience and committed to advancing our women's-only organizations.

Candidates will take part in an editing and writing exercise as part of the hiring process.

### QUALIFICATIONS

Required:

- Bachelor's degree from a four-year college/university.
- Minimum of three years of professional experience in marketing, communications, journalism or other related fields.
- Knowledge of NPC member organizations through employment or inter/national member organization volunteer service (post-bachelor's degree).
- Systems Proficiency: Direct experience with Salesforce, Constant Contact, Adobe Creative Suite and Canva or similar applications.
- Editorial Standards: Advanced proficiency in AP Style, copyediting and brand governance.
- Project Management: Ability to manage multiple concurrent deadlines and clear project backlogs independently.



Preferred:

- Affiliated and in good standing with one of the 26 NPC member organizations.

We appreciate you sharing this opening with alumnae and professionals in your network who would be an excellent fit for the NPC staff team.

Interested candidates can review the full job description and application instructions by visiting <https://npcwomen.org/news/npc-jobs/>.

**Additional consideration will be given to those applicants who meet the priority deadline of June 29. Please send your resume, a cover letter and 2-3 writing samples to [aja@npcwomen.org](mailto:aja@npcwomen.org).**