



**POSITION: Marketing Coordinator**

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**SUMMARY:**

The Gamma Phi Beta Foundation is seeking a full-time, marketing and communications professional to produce fundraising appeals, create social media campaigns, write content for newsletters and assist with other Foundation marketing and communications projects.

**REPORTS TO:**

Director of Communications

**PRIMARY RESPONSIBILITIES:**

- Produce annual fundraising appeals; including direct mail and online campaigns.
- Manage social media campaigns including Facebook, Instagram, and Twitter posts and graphics.
- Compose copy and create graphics for Foundation publications and marketing collateral.
- Own the design and communication process from concept to completion for special days of giving campaigns.
- Design and maintain Foundation website content and documents.
- Assist the Director of Communications with special projects on an as needed basis.
- Develop a comprehensive knowledge of fraternal organizations in order to add creative input that strategically enhances communication and marketing materials.
- Promote brand awareness within the Foundation through all publications, events and marketing efforts.
- Continuously innovate the Foundation's brand look and feel through new designs to drive brand recognition. Periodically assess the need for new or updated marketing materials.
- Foster interoffice partnerships with Sorority marketing staff to drive efficiency.
- Work with Development team on messaging and communication strategies, including marketing public relations and social media related to annual appeals and fundraising efforts.
- Performs other duties as assigned.

**QUALIFICATIONS:**

- Bachelor's degree in communications, public relations, graphic design or marketing and minimum 2 years professional experience.
- Computer proficiency of Microsoft Office and demonstrated working knowledge of Adobe Create Suite (InDesign, Illustrator, Photoshop).
- Experience with Raiser's Edge preferred but not required.
- Strong verbal and written communication skills and knowledge of social media.
- Strong organizational skills.
- Strong work ethic.
- Committed to accuracy with a conscientious attention to detail.

**HOW TO APPLY:**

Please submit a cover letter, résumé, and salary requirements to [lgray@gammaphibetafoundation.org](mailto:lgray@gammaphibetafoundation.org).



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**ABOUT GAMMA PHI BETA FOUNDATION:**

Established in 1959, the Gamma Phi Beta Foundation is a nonprofit 501(c)(3) organization whose mission is to support and inspire the lifelong development of women. The Foundation provides charitable and educational funding for leadership development, financial aid for members, and philanthropic opportunities for building strong girls; the Foundation has distributed \$9 million to date. Visit [GammaPhiBeta.org](http://GammaPhiBeta.org) for more information about the Gamma Phi Beta Foundation.