



Title: Social Media Contractor

Reports to: Director of Communications

Status: Contract

Date: August 2024

Independent Contract Terms: 9 months (August 1 – April 30)

Hours: Approximately 16 hours/month in addition to training (in-person and virtual)

Compensation: \$400/month paid monthly

Minimum Qualifications: Marketing, Communications, Social Media Management and Fraternity/Sorority Life experience preferred

Responsibilities:

- Design effective social media campaigns for projects given by the Director of Communications.
- Research current trends in social media and keep management informed of relevant changes impacting our marketing activities.
- Ability to use social media for impressions and brand awareness.
- Excellent knowledge of social media platforms, including Instagram, Pinterest, LinkedIn, Snapchat, and Facebook.
- Understanding of social media KPIs, web traffic metrics, and SEO.
- Utilizing social media marketing tools.
- Efficiently organizing posts across multiple channels.
- Generating various types of content, such as texts, videos, and images specifically tailored for social media platforms.
- Promoting content on social media while maintaining the organization's brand image.
- Meet weekly with the Director of Communications to update progress, review projects for submission, and gather feedback.

Training Opportunities:

The Social Media contractor will be responsible for completing virtual training experiences offered by the Fraternity, including Theta Phi Alpha's branding, marketing, and communications policies and technology systems, prior to the start of the academic semester. The Social Media contractor should also plan to attend in-person training with the National Office in Bay Village, OH, in August.

Individuals interested in this short-term opportunity can send their resume and cover letter to Theta Phi Alpha's Executive Director at executivedirector@thetaphialpha.org. Priority will be given to applicants who apply by June 15th, 2024.