



POSITION TITLE: Communications Coordinator

LOCATION: National Headquarters, Woodstock, VA; Remote Negotiable

SUPERVISOR: Sr. Director of Marketing & Communications

STATUS: Full-time

OFFICE HOURS: Monday–Friday, 8 a.m.–5 p.m. ET

WHO WE ARE

Founded in 1898 at Longwood University in Farmville, Virginia, Tri Sigma is a national women’s organization. Through our values of wisdom, power, faith, hope, and love, we strive to provide exceptional experiences that will empower women to change the world.

SUMMARY OF POSITION

The Communications Coordinator is primarily responsible for coordinating and executing Tri Sigma’s marketing and communications strategies via social media, website, and mass email. The ideal candidate will be creative, innovative, organized, and able to thrive independently while also contributing to a team.

DUTIES & RESPONSIBILITIES

- Manages all social media, website and Mailchimp (email) content for the national organization, including editing, scheduling, publishing, moderating content, and coordinating images and graphics.
- Works with the Sr. Director of Marketing & Communications to develop annual content calendar and assists with planning and implementation of communications and marketing campaigns.
- Keeps the national website and all social media accounts up-to-date and acts as a frontline brand manager for the sorority’s social media activities. This includes but is not limited to social listening, monitoring chapter social media content, engaging, reporting concerns, and participating in Facebook groups.
- Collaborates with appropriate staff to execute social media and email needs for Tri Sigma Foundation and the Purple & Pearls online boutique.
- Provides monthly analytics reports, identifies trends, and makes appropriate recommendations accordingly.



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- Assist with writing and editing *The Triangle* magazine and other publications as needed.
- Champions innovation in the digital space and provides leadership and influence within the organization/industry to develop recommendations for online communication.
- Willingness to work flexible hours, including evenings and weekends as the position requires; Limited travel as needed.

QUALIFICATIONS & KNOWLEDGE

- Bachelor's degree in a related field (communications, marketing, public relations, etc.).
- 1-3 years of professional experience in marketing/communications and may include related internship experience.
- Exceptional writing, editing, and verbal communication skills with competency in multi-cultural communication and inclusive language.
- Awareness of SEO, SEM and webpage optimization techniques.
- Proficient in social media platforms, scheduling applications, strategies, and trends.
- Proficient in Microsoft Office Suite.
- Experience with Adobe InDesign, Photoshop, Illustrator.
- Knowledge of WordPress, Mailchimp, and video editing software is a plus.
- Strong interpersonal skills working with staff, volunteers, and members in all areas of the organization.
- Ability to perform against deadlines with frequent interruptions and competing priorities.
- Problem solving and critical thinking skills.
- Membership in fraternal organization preferred but not required.
- Other duties as assigned by the Sr. Director of Marketing & Communications.