



JOB DESCRIPTION

TITLE: Marketing and Promotion Coordinator

REPORTS TO: Regional Director of Chapter Services

POSITION TYPE: Internship (hours to be determined)

LOCATION: Remote

DATES: TBD

ROLE DESCRIPTION

Marketing and promotion is key to any program these days. The Marketing and Promotion Coordinator will be solely responsible for development and implementation of all marketing efforts for the Gaming for Inclusion program. Their role will work closely with Ability Experience and Pi Kappa Phi staff members to ensure high quality marketing initiatives are presented to brothers of Pi Kappa Phi, Partner Organizations, and Friends of the Fraternity.

RESPONSIBILITIES

- Develop and execute marketing strategies
- Create Social Media post, emails, Thankview messaging (email and SMS), and website updates
- Identify target audiences
- Responsible for messaging to chapter members, friends of the fraternity, and all other groups
- Develop concepts and ideas for graphics to be designed
- Create video content from Gaming for Inclusion events for promotion
- Creation of prizes for tournaments and leagues
- Oversees communication for sponsorships, donations, and stewardship