Omega Phi Alpha – Position Description

**Title:** Vice President of Communications

**General Purpose of Position:** The Vice President of Communications develops and oversees a comprehensive public relations and marketing plan for the sorority. Working with the National President and the Vice President of Lifetime Membership, the Vice President of Communications is responsible for presenting a consistent and professional image in all sorority publicity and external communications.

**Classification**: National Executive Board

**Selected By**: Election

**Level**: National

**Relationship to Other Jobs:**

**Elected by:** Convention Delegation

**Accountable to:** The sorority, National Executive Board

**Support from:** National Executive Board, Communications Directors

**Works with:** National President, VP Lifetime Membership, Virtual Assistant,   
 Communication Directors, Chapter Publicity Chairs

**Term of Service:** 2 years

**Time Commitment:** 20 hours a month (est), with some peak times.

**Required Qualifications**:

* Must be an alumnae member of Omega Phi Alpha in good standing.
* Must be able to be bonded and to pass a criminal background check.
* Must possess leadership skills as evidenced by:
  + 3 years of work experience managing people in a professional organization; or
  + 3 years serving in a national OPA mid-level or higher position managing OPA volunteers.
* Must possess strategic thinking skills, as revealed through the interview process.
* Must possess the ability to delegate authority as well as responsibility.
* Must convey a professional image in person and on social media.

**Preferred Knowledge/Abilities/ Experiences**:

* Experience managing marketing campaign(s).
* Experience securing partnerships / sponsorships.

**Duties and Responsibilities**:

* Communication
  + Oversee the publishing and distribution of the OPA newsletter, keeping up with current trends in marketing, publishing and distribution
  + Oversee the maintenance and updating of the OPA website, keeping up with current trends in functionality and technology.
  + Oversee the maintenance and updating of the OPA forum, keeping up with current trends in functionality and technology.
  + Ensure that OPA’s official online presence is monitored.
* Marketing
  + Develop and oversee a comprehensive public relations and marketing plans and strategies ro professionally promote OPA.
* Branding / Insignia
  + Develop methods to maximize revenues generated from the use of OPA brand via licensing program.
  + Oversee the development and design of materials to represent OPA – stationery, forms, digital graphics, etc.
  + Oversee the development of the OPA brand and associated imagery.
* Partnerships
  + Research advertising at OPA events, especially for products that mirror OPA’s mission or for companies with compatible missions.
  + Develop strategies to partner with other agencies and leverage business opportunities.
* Administration
  + Prepare Requests for Proposals for PR services.
  + Negotiate and manage contracts with vendors.
  + Manage the communications directors.

**Convention / NEB meetings / District Summits attendance required?** Yes/Yes/No

Approved By NEB 5/15/17