

Position Description—Vice President of Communications

Title: Vice President of Communications

General Purpose: The Vice President of Communications provides strategic oversight of the sorority with a focus on brand integrity and global awareness.

Classification: Elected

Level: National

Relationships to Other Positions

Elected by: Convention Delegation

Accountable to: National Delegation, National Board of Directors

Support from: National Board of Directors, Executive Director, appointees, and staff Works with: National Board of Directors, appointees, and staff

Term of Service: 2 years

Time Commitment: 3–5 hours per week, with some peak times during big projects

Required Qualifications:

- Lifetime member in good standing with alum status
- 5 years in professional, nonprofit, or OPA experience in marketing, PR, or communications with a record of success

Preferred Knowledge/Abilities/Experience

- Ability to think creatively and adapt across a diverse range of rapidly evolving media and technology

Duties and Responsibilities

- Research current trends and best practices for integrated marketing and brand integrity that ensures successful implementation consistent with the overall strategic vision of the sorority.
- Offer insight and recommendations to broaden participation in regional and national events through use of communication platforms, bringing programs to life for those who cannot attend in-person
- Offer insight and recommendations to enhance communications/marketing operational strategies, broaden awareness of sorority priorities, and increase visibility and engagement across key stakeholder audiences
- Identify challenges and emerging issues faced by the sorority and define appropriate internal/external communication opportunities to support them
- In tandem with national president, serve as sorority spokesperson

Convention/Mid-year/District Summit attendance required? Yes/Yes/No