



Web Marketing Specialist

Volunteer Position Description

Overview: Alpha Sigma Tau is committed to utilizing SEO and Google Analytics to the best of our abilities to provide a better membership experience, understand what engages our members, and recruit more members to our Sisterhood. The Web Marketing Specialist is responsible for maximizing the Sorority's web presence through SEO and Google Ads and compiling and interpreting data from Google Analytics.

Areas of Focus:

- Engagement

Reports to: Director of Communications and Engagement (Headquarters Staff)

Key Relationships:

- Headquarters Staff

Time Commitment and Term: The average time commitment for this position is approximately 5-8 hours per month.

The Web Marketing Specialist is a Volunteer Personnel role, serving from the time of appointment through the 2026 Convention.

Primary Responsibilities and Expectations:

- Collaborate with the Director of Communications and Engagement to develop and implement a web-based digital marketing strategy
- Reviews SEO data and Google Analytics to find patterns and identify engaging data
- Develop charts, forms, etc. that break down that data into digestible formats
- Provides marketing recommendations to the Director of Communications and Engagement based on that data and area expertise
- Participate in Sorority surveys, programs, and events, as able

Positional Knowledge: The Web Marketing Specialist should have a personal affinity for and investment in Alpha Sigma Tau's member experience and recruitment success. Additionally, the Web Marketing Specialist is in good standing with the Sorority and is supportive of the Alpha Sigma Tau National Foundation.

Qualities and Skills of a Successful Web Marketing Specialist:

- Membership in Alpha Sigma Tau; must be in good standing
- Understands SEO, Google Analytics, and other web marketing tools
- Possesses excellent written communication skills
- Understands and efficiently utilizes technology, specifically Wordpress and Google Data Studio, Tableau, or other similar reporting platforms
- Responds to Sorority business in a timely manner
- Maintains open communication with Alpha Sigma Tau Headquarters