



Communications Specialist Job Description

The Communications Specialist supports all areas of the Sorority and Foundation's communications efforts and plays a vital role in growing Alpha Sigma Tau's membership, engagement, affinity, and brand awareness. This position is involved in every stage of the communications process, from the content creation and idea development to the project management necessary to execute communications across our social media platforms, emails, website, print magazine, and other digital and print outlets. Equal parts a content creator and project manager, the Communications Specialist ensures our communications are timely, consistent, and audience-focused.

Key Responsibilities

- Supports (and/or originates) the writing, editing, and publication of Sorority and Foundation communications
 - Outputs include but are not limited to: formal news releases, long-form articles, member profiles, short-form blog posts, annual reports, direct mail, newsletters, social media posts, scripts, manuals and resource guides, and website content.
 - Co-creates and executes the Alumnae Newsletter project, with the Director of Communications and Engagement
- Oversees the planning, development, creation, and publication of our magazine, *The Anchor*, in collaboration with the Director of Communications and Engagement
- Leads the content development, compilation, and on-time delivery of Sorority and Foundation newsletters (primarily on a monthly basis)
- Recruits and manage a team of Communications Volunteers to identify, curate, and capture stories of members
- Serves as project manager on various communications campaigns, as needed
 - Campaigns include but are not limited to: Conventions, annual scholarship launch + recipient announcements, Founders Day and Founders Day of Giving, recruitment/growth-focused, alumnae engagement campaigns, educational programs such as Officer Academy and AΣT Excel
- Oversees Ask.AlphaSigmaTau.org, our knowledge base, primarily catering to collegiate officers and Chapter Advisory Board members
 - Collaborates with other Headquarters Staff members to develop new posts, answer frequent collegiate questions, and make site improvements on a quarterly basis
- Manages Sorority social media platforms – Facebook, Instagram, LinkedIn, YouTube
 - Collaborates with Sorority and Foundation teams to create monthly social media calendar, featuring upcoming events, themed posts, and other important timely information for members

- Executes on social media calendar, including finding appropriate photos on chapter accounts, crafting unique captions, engaging with chapter content, monitoring comments and story shares, etc.
- Develops paid and organic social media campaigns, alongside the Director of Communications and Engagement
- Reviews direct engagement with social media accounts and moderates by responding/escalate as necessary
- Supports digital asset management of both current Sorority and Foundation endeavors and archival materials to help create opportunities for members to learn and engage with Sorority history

Education and Experience Qualifications:

- Bachelor's degree or higher
- 3+ years of related experience
- Technical Experience: Adobe Creative Suite (InDesign), Canva, database experience (CRMs and/or donor databases), email marketing platforms (Mailchimp), content management systems (WordPress), social media platforms, and social media video editing apps
- Industry Experience: communications, marketing, or similar experience in higher education, membership association, non-profit, or related field
- Prior volunteer management experience

Other Preferred Skills:

- Excellent oral, written, and non-verbal communication skills
- Ability to tailor content to various audiences and styles
- Demonstrated success in managing multiple projects simultaneously and keeping to predetermined deadlines
- Curiosity with a desire to learn more and improve upon current skills
- Commitment to exceptional member service and support
- Understanding of SEO best practices, keyword usage, and Google Analytics
- Inclusive mindset and strives to create a culture of belonging
- Engages in learning opportunities to broaden perspectives
- Member of Alpha Sigma Tau preferred

Requirements:

- Legally eligible for employment in the United States
- Possess a valid United States driver's license
- Ability to operate a motor vehicle
- Ability to travel independently (occasional travel required)
- Ability to lift 50 pounds

Reports to: Director of Communications and Engagement

Location: Remote

Classification: Full-time, exempt position

Salary: \$42,000 annualized salary

Benefits: Competitive benefits package including SIMPLE IRA which includes up to a 3% pre-tax salary contribution matched by the employer. Health, dental and vision insurance. Paid time off includes holidays, vacation, and personal time after 90 days of employment.

How to apply: Applications will be accepted and reviewed on a rolling basis until the position is filled, with priority given to submissions received by Sunday, August 16, 2026. Review of candidates will begin immediately.

Interested applicants should [complete the online application here](#).

Applicants will need:

- ☐ Résumé
- ☐ A minimum of five samples of work, including at least:
 - Two written
 - One short-form social media video (Reel, TikTok, Short, etc.)
 - One social media campaign
- ☐ CV/Letter of Interest that includes written responses to the following questions:
 - Which organization or brand's marketing and messaging do you admire, and what have you learned from them that you've applied in your own work?
 - Describe the last piece of content that inspired you.
 - Describe your experience segmenting audiences and crafting compelling messaging to appeal to drive results.

Note on AI Usage: The purpose of these questions is for the Alpha Sigma Tau Team to learn how *you* think, learn, and communicate. Please refrain from generative AI (ChatGPT, Claude, Gemini, etc.) and use your own words to answer the written questions.

Questions regarding the position should be directed to Justina Solties, Director of Communications and Engagement, at jsolties@alphasigmatau.org or 317-613-7572.