



## Assistant Director of Communications & External Relations

**LOCATION:** Plainfield, Indiana or Remote  
**REPORTS TO:** Director of Development & External Relations  
**POSITION TYPE:** Full-Time/Exempt  
**SALARY RANGE:** Assistant Director \$45,000 - \$47,500  
With performance bonus – On Target Earnings are \$52,250.

The Assistant Director of External Relations is the primary staff member responsible for managing Triangle's overall external relations including marketing and communications, alumni engagement, and alumni engagement event management.

### **Job Responsibilities:**

#### **Marketing & Communications**

- Oversee, plan, coordinate and deploy all marketing and communications for Triangle:
  - Develop strategy and control marketing & communications calendar.
  - Manage all social media for all of Triangle.
  - Oversee and update the Triangle Fraternity and Foundation web sites.
  - Manage all email communications including but not limited to HQ News, TBHC news, solicitation campaigns, chapter-based communications, Foundation donor newsletters.
- Responsible for ensuring corporate branding is consistent across all entities and work to produce marketing materials for Triangle and chapters, which may include display materials, brochures, logos, etc.
- Steward donors by developing ongoing marketing/communications of outcomes and impact of their gifts. This is done via social media, printed marketing, emails, videos, etc.
- Coordinate and provide content for the Fraternity's magazine, *The TRIANGLE REVIEW*, and other Foundation publications and communications. Serve as editor (not designer) for the magazine.
- Market all events via email campaigns, social media, printed invites, etc.
- Support house and capital campaign efforts by developing/supervising marketing materials, event planning/marketing, etc.

#### **Alumni Engagement & Event Management**

- Plan and implement comprehensive alumni-focused programming and event management.
- Act as primary contact for alumni group support requests.
- Contribute alumni support material for social media, national magazine and other special communication pieces. This also includes developing content for general alumni programming.
- Develop and support existing alumni clubs, including geographical and special interest alumni organizations (i.e. professional/career areas)
- Establish new regional alumni organizations where feasible.
- Promote alumni recognition opportunities.
- Collaborate with Triangle Fraternity and Triangle Building and Housing Corporation to plan and staff all external engagement events, including Tour de Triangle functions.
- Manage the Foundation's Alumni Communications Program and assist chapters in the development of communication plans to promote alumni contributions, engagement and

gatherings (i.e. meetings, reunions, special outings, etc.)

### **Stewardship**

- Assist in the implementation of the overall stewardship plan for all Triangle donors.
- Lead all efforts to properly steward and thank Triangle volunteers.

### **With assistance of other staff ensure the following responsibilities are completed:**

- Conduct educational workshops on a variety of topics for the active and alumni members.
- Participate and support key programs/initiatives (i.e. Strategic Plans, Leadership & Training Weekend, Scobie Leadership School, Biennial Convention, etc.)
- Support team members, alumni volunteers, and National Boards with key projects and strategic initiatives.
- Represent Triangle to internal and external audiences during work-related travel and event attendance, professional development conferences and inter-fraternal events.
- Manage financial resources within approved budgets for communications and alumni engagement.
- Complete administrative tasks (time sheets, expense reports, etc.) in a timely manner
- Develop metrics/measurements related to the success of the alumni engagement, marketing, and communications efforts.
- Other duties as assigned.

### **Minimum Qualifications**

- Bachelor's degree in communications, marketing, or non-profit management
- Passion for the non-profit sector, STEM education and the fraternity experience.
- Ability to understand the needs and interests of external audiences and to build long term relationships between them and the fraternity.
- Proficiency with office technologies (Microsoft Word, Excel, Outlook etc.)
- Ability to work independently and within a small team-based environment.
- Effective communication skills (written, oral and interpersonal)
- Willingness to travel on a regular basis (approximately 20% of the time) domestically via car or plane and possess a valid driver's license.

### **Desired Qualifications**

- One to five years of relevant experience in non-profit sector, fundraising, higher education, alumni engagement, communications, marketing, or firm working within the sector.
- Membership in a fraternity/sorority organization or experience working on a fraternity/sorority professional staff preferred.
- Working knowledge of CRM database systems (Salesforce preferred)
- Project management experience and ability to support multiple priorities.

### **Compensation**

- Triangle Education Foundation offers base pay in the range of \$45,000 to \$47,500, a bonus plan of up to 20% of base pay (which puts on target earnings at over \$52,250), full paid premiums for health/dental/vision insurance available on the first day of the month following date of hire, short & long term insurance, flexible work hours, remote work, and a 401K plan with company match after 6 months of employment, generous paid holidays including the week between Christmas and New Years, sick time, and paid vacation time.

## **Application Process**

- Resumes will be accepted until the position is filled. To apply, send a cover letter, resume, and list of three professional references to:

Vicki Gerentes  
Triangle Education Foundation  
120 S Center Street  
Plainfield, IN 46168  
VGerentes@triangle.org