



DELTA CHI HEADQUARTERS
PO BOX 1817
IOWA CITY, IA 52244
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www.deltachi.org

Communications Internship

Position: Marketing & Communications Intern

Status: Undergraduate Internship; Part-Time (no more than 20 hours/week); Compensated

Reports to: Director of Communications & Events

Location: Iowa City, IA

Internship Term: Late August 2017 through Early December 2017

Guided by the Fraternity's four core values, Friendship, Character, Justice, and Education, Delta Chi strives to ensure that our members have a meaningful fraternity experience that positively contributes to both their lives and the lives of others.

Position Summary:

The Delta Chi Fraternity International Headquarters has an exciting opportunity for a Marketing & Communications Intern. Reporting to the Director of Communications & Events, the Intern will serve as a brand manager for Delta Chi by maintaining brand integrity and congruence throughout the organization through strategic and purposeful marketing and communications.

Position Responsibilities:

- Manage organization-wide digital content strategies that connect with a multi-generational membership and build affinity among stakeholders. Digital content initiatives include: social media accounts, Deltachi.org and any other online property, Delta Chi blog and news, and email marketing including newsletters
- Identify and implement industry best practices in digital communications within Delta Chi communications strategy. Strategies include: communications that highlight the member experience and promote the Fraternity brand; social media engagement that increases visibility, drives traffic, and encourages engagement; event promotion strategy that drives registration and attendee excitement
- Assist the Director in the development of communications and marketing projects including: events collateral and resources, merchandise marketing campaigns, direct mailings, print publications
- Review all communications for edits and compliance of the brand standards
- Participate in the creative process with other IHQ team members
- Performs other duties as assigned by the Director of Communications & Events or Executive Director

Qualifications:

- Coursework in related field; communications, marketing, business management, and/or journalism preferred
- Minimum of one year of relevant work or leadership experience preferred
- Must have strong attention to detail
- Advanced understanding of digital marketing management (social media and web traffic)
- Exceptional writing, editing, and verbal communication skills.
- Proficiency in time management and project management
- Ability to work independently, remain motivated, and deadline-oriented
- Proficiency with Microsoft Office Suite, including Word, Excel, and PowerPoint

- Proficiency with Adobe Creative Suite, including InDesign, Illustrator, and Photoshop strongly preferred.
- Team-oriented philosophy with the ability to handle multiple projects at a time

To Apply:

Please submit a resume, two references, and short cover letter articulating your interest. Applications will be accepted immediately and can be submitted electronically.

All material should be sent to:

Christian A. Wargo
Director of Communications & Events
cwargo@deltachi.org
319-337-4811