

OFFICER DUTIES

SOCIAL MEDIA MANAGEMENT

- Manage the chapter's social media platforms, planning and scheduling regular posts and promotional campaigns.
- Respond to messages or comments on all platforms when appropriate.
- Maintain a content calendar for social media accounts and media strategy, in alignment with Delta Chi values and brand standards, for the promotion of events and positive activities of the chapter/provisional chapter.

CONTENT CREATION

- Work with other executive board officers and chairs to oversee the creation of promotional materials, event flyers, press releases and other relevant information.
- When ordering promotional items (ex. shirts, giveaway items, etc.), ensure that the chapter is ordering from a Greek Licensed vendor and have appropriate lead time to get design approval.
- Coordinate photo/video coverage of events and collect content from members.

RELATIONSHIP BUILDING

- Maintain positive relationships within the chapter/provisional chapter campus and local community by making active efforts to build relations and showcase the positive aspects of the membership experience.
- Identify and solidify relevant stakeholders to maintain a positive relationship and image.

MEDIA RESPONSE AND CRISIS COMMUNICATION

- Refer any media inquiries to Delta Chi's International Headquarters prior to making a comment or sharing information.
- Be aware of all risk management policies and ensure content.
- Immediately refer any crisis or concern to chapter "A".

GENERAL DUTIES AND RESPONSIBILITIES

- Chair the Public Relations Committee and meet regularly with your ABT Advisor.
- Meet with the Interfraternity Council Public Relations officer or other campus governing council peer officer as needed.
- Attend the annual Officer Transition/Executive Board Retreat and Chapter Retreat.
- Work with fellow chapter executive board officers to develop and execute action plans for the chapter.
- Prepare and organize transition materials for your position and save all materials to an online cloud/database prior to transition.