



International Social Media Manager

We are seeking a creative individual with a passion for arts promotion to join our team as Social Media Manager. This person will enhance Mu Phi Epsilon's online presence and further connect our members across the nation. As a member of the International Executive Board (IEB) of Mu Phi Epsilon, the Social Media Manager will create and execute an overall social media strategy in alignment with the Fraternity's mission, values, and strategic plan.

Job Responsibilities:

- Create 2-5 posts per week for Facebook and Instagram.
- Create 1 post per week for BlueSky and LinkedIn.
- Adhere to MPE Branding and Style Guide.
- Create graphic design for social media campaigns and assist with graphic design projects for other MPE initiatives.
- Engage with MPE's social media followers by liking/responding to posts and re-sharing relevant and appropriate content.
- Schedule Founders Day recognition posts for other music fraternities/sororities as well as MPE Chapters.
- Share relevant member news and joining of new members.
- Conceive and execute campaigns to promote and support programs, events, awareness, holiday and heritage recognition, etc.
- Assist fraternity archivist and editor of *The Triangle* in promoting articles and seeking content.
- Correspond with officers, committee chairs, and members as needed.
- Serve in advisory capacity to members on management of their own chapter social media pages.
- Provide promotion and coverage of events at triennial International Convention via live posts and YouTube uploads.
- Recommend updates for Mu Phi Epsilon website.
- Submit annual report to the board at summer meeting.

Work Hours & Benefits:

This position is fully remote with a monthly stipend relative to work experience, determined annually by the board. Remote attendance at monthly IEB meetings is required. Attendance at the annual IEB meeting in the summer either remotely or in person (preferred) is required. Attendance at the triennial International Convention is required (next Convention is in the summer of 2026).



Desired Skills and Experience:

- Bachelor's degree required, preferably in marketing, communications, or a related field.
- Membership in Mu Phi Epsilon is preferred.
- Proven working experience in digital marketing, particularly within the industry.
- Must be skilled in time management and able to work independently in a remote environment.
- Advanced computer skills, including expertise in all social media platforms (particularly Facebook, Instagram, LinkedIn, BlueSky, and YouTube), Canva, and Adobe Creative Suite (such as Illustrator and InDesign) required.
- Experience using social media analytics to measure campaign success.
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, Meta Business Suite)
- Working knowledge of ad serving tools.
- Working knowledge of HTML, CSS, and JavaScript development and constraints.

To apply for this position send a resume and cover letter to executiveoffice@muphiepsilon.org on or before March 1, 2025.