



FOUNDATION  
FOR FRATERNAL  
EXCELLENCE

**Position Title:** Digital Marketing Manager

**Organization:** Foundation for Fraternal Excellence (FFE)

**Reporting Relationship:** Foundation Executive Director

**Availability:** Immediate

FFE is sincerely committed to advancing the fraternal movement by enhancing the skills and knowledge of associated professionals and volunteers and works in partnership with the North American Interfraternity Conference (NIC) in their laser-focused mission to enhance the fraternity experience; this role will directly contribute to our mission through managing impactful industry programs.

We are looking for someone new to join our team who is passionate about the lifecycle of email marketing campaigns. This individual will bring value to member organizations by building and executing new and existing campaigns that will help share the positive impact of the fraternal experience.

FFE and NIC have a highly integrated staffing structure which supports our collective work to enhance the fraternity/sorority experience; the Digital Marketing Manager will report to the FFE Executive Director but serve both organizations in their marketing related efforts. We work in a fast-paced, start-up-like environment, where you will gain a wide breadth of experiences. Our team is dynamic, high-performing, collaborative, focused and dedicated to the work.

**In this role, you will:**

- Structure, design and launch drip email campaigns (e.g., event registration/promotion, scholarship programs, dues collection, sponsorships, etc.) to drive revenue and increase engagement utilizing the Salesforce marketing automation tool Pardot.
- Conduct analysis to determine the effectiveness of each campaign and report key findings to stakeholders.
- Use Salesforce and campaign data to identify potential new campaigns and audiences and draft plans to execute.
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).
- Develop documentation and road maps for processes, A/B tests and promotions that succeed through email.

**We are recruiting:**

- A marketing enthusiast who loves to grow organizational resources.
- A detail-oriented professional who prides themselves on editing and perfecting content.
- A deadline driven professional who understands the importance of timely execution.
- A systems thinker – one who enjoys designing and executing processes with consistency.

- A self-starter who can work independently and efficiently.
- Someone who can find career and life satisfaction in this role for a period of no less than five years.

**Other Things You Should Know Before Applying:**

- This job is perfect for someone who cares about doing things right the first time and enjoys task-oriented work.
- You can work from anywhere if you're a top performer, have a good internet connection and can travel (2-3 trips per year if you don't live in the Indianapolis area).
- Demonstrated experience utilizing Salesforce and marketing automation software is preferred but not required.
- Membership in a fraternity or sorority is preferred but not required.

**Are you saying to yourself, "This is me."?**

Email a cover letter (including compensation requirements) and resumé to Ashley VanDewark at [ashley.vandewark@foundationfe.org](mailto:ashley.vandewark@foundationfe.org). Resumé review will begin immediately.

**About the FFE and NIC:**

The [FFE](#) is comprised of more than 65 men's, women's and co-ed fraternal educational foundations and operates to advance the various needs of the dynamic industry. The FFE provides operational support for new and emerging fraternal foundations, working hand-in-hand with various fraternal communities and the NIC to strengthen and improve the entire fraternity/sorority experience through a culture of care, connection and research.

The [NIC](#) is the trade association representing 58 inter/national men's fraternities. The NIC's member organizations boast more than 6,000 chapters located on more than 550 campuses in the United States and Canada, with approximately 250,000 undergraduate members and nearly 4.2 million alumni.