

Lambda Kappa Omega Sorority, Inc.

Director of Media Relations Job Description & Duties

Position Title

Director of Media Relations

Reports To

Vice President of Operations and National Board

Position Summary

The Director of Media Relations is responsible for managing and promoting the sorority's public image, digital presence, and online engagement. This role oversees official social media platforms, content creation, branding initiatives, and media communications while ensuring all content reflects the mission, values, and professionalism of Lambda Kappa Omega Sorority, Inc.

The Director of Media Relations serves as both a creative leader and accountability officer by ensuring that all public-facing communications align with organizational standards and positively represent the sorority and its members.

Core Responsibilities

Social Media Management

- Oversee and manage the sorority's official social media platforms.
- Maintain consistent branding and messaging across all digital platforms.
- Create, schedule, and publish engaging content including graphics, videos, photos, and written posts.
- Monitor social media engagement, comments, and online interactions.

- Ensure all posts align with the sorority's mission, values, and standards of professionalism.
- Stay informed on current social media trends and digital technologies.

Brand Development & Public Relations

- Strengthen the sorority's online presence and brand recognition.
- Promote sorority events, programs, achievements, initiatives, and member highlights.
- Create campaigns that encourage member engagement and public awareness.
- Protect and maintain the organization's reputation through responsible media practices.
- Ensure authenticity and originality in all campaigns and communications.

Team Leadership & Oversight

- Recruit, organize, and manage the Media Relations team.
- Delegate assignments and projects to media team members.
- Encourage creativity and collaboration among team members.
- Provide coaching, support, and accountability to team members.
- Ensure delegated tasks are completed accurately and professionally.
- Foster a positive and productive team environment.

Content Planning & Strategy

- Develop quarterly content calendars highlighting sorority events, campaigns, celebrations, and initiatives.
- Create recurring social media campaigns and engagement themes.
- Collaborate with leadership to support national campaigns and initiatives.
- Establish goals and metrics for social media success and engagement.
- Monitor campaign performance and audience interaction.

Event Coverage & Media Promotion

- Highlight sorority events, meetings, service projects, and member accomplishments.
- Create promotional materials such as flyers, graphics, and announcements.
- Capture and share appropriate photos and videos from events and activities.
- Ensure all event coverage reflects professionalism and sisterhood.
- Avoid posting content that could negatively impact the sorority or members.

Media Compliance & Accountability

- Review content carefully before posting on public platforms.

- Ensure all media content follows organizational guidelines and standards.
- Prevent the sharing of inappropriate, unprofessional, or harmful content.
- Maintain accountability for official social media usage and team activity.
- Ensure professionalism is upheld in all digital interactions.

Platform & Account Management

- Maintain access to all official social media accounts and related systems.
 - Coordinate with the Director of IT regarding account access and password management.
 - Ensure new social media accounts or platforms are reported to the appropriate offices.
 - Monitor and organize account information for leadership transitions.
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Leadership Expectations

The Director of Media Relations should demonstrate the following leadership qualities:

Proactive Leadership

- Anticipate media needs and upcoming promotional opportunities.
- Plan campaigns and content in advance to maintain consistency.

Adaptability

- Stay current with changing social media trends and technologies.
- Adjust communication strategies to meet audience needs.

Communication Skills

- Communicate clearly and professionally with members and leadership.
- Represent the sorority positively through all public communication.

Organization

- Maintain organized content calendars, files, graphics, and social media schedules.
- Ensure all projects and campaigns are completed on time.

Resourcefulness

- Utilize creative ideas and available tools to enhance engagement and visibility.
- Support members needing guidance with media and content creation.

Delegation & Teamwork

- Effectively assign tasks to media team members.
- Encourage collaboration and creative input from the team.

Accountability

- Hold team members accountable for assignments and professionalism.
 - Ensure organizational standards are maintained across all media platforms.
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Content & Posting Guidelines

The Director of Media Relations should ensure that:

- All content reflects professionalism and organizational values.
 - Posts are respectful, positive, and appropriate for public viewing.
 - Social events are shared carefully and at the Director's discretion.
 - Content involving alcohol or inappropriate behavior is never posted publicly.
 - Official accounts reflect the sorority as a whole and not individual opinions.
 - Posts encourage engagement, education, sisterhood, and organizational pride.
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Accessibility & Member Support

- Provide guidance to members regarding social media content creation.
- Assist chapters and members with branding and promotional ideas.
- Offer educational support and in-services regarding media practices.
- Encourage member participation in creative campaigns and projects.