



Marketing and Communications Manager (*Full-Time*)

Job Title: Marketing and Communications Manager

Location: Hybrid - Columbus, Ohio (with the opportunity for fully remote).

Position Type: Full-Time

Mortar Board Inc, a National College Honor Society founded in 1918, is searching for a **full-time Marketing and Communications Manager**. We seek an organized, creative, detail-oriented communicator to help achieve the goals of our Society. ***This is a 40-hour-per-week hybrid position*** with the opportunity for fully remote based on the candidate.

About Mortar Board

Mortar Board National College Honor Society recognizes college juniors and seniors for their exemplary scholarship, leadership, and service. With a strong commitment to fostering leadership and community engagement, Mortar Board provides opportunities for personal and professional growth to its members (both collegiate and alumni), promotes service to colleges and universities, and encourages lifelong contributions to the global community. while promoting excellence in higher education.

Since its founding in 1918, more than 300,000 members have been initiated at 235 chartered chapters in the United States. For more information about Mortar Board, visit www.mortarboard.org.

Position Summary

The **Marketing and Communications Manager** will proactively lead the ***branding, outreach, and communication needs*** of Mortar Board National College Honor Society. This role will oversee the development and execution of marketing strategies, enhance engagement with members, alumni, and partners, and strengthen the Society's visibility and impact across all platforms.

This role will work closely with the National Office team and leadership to support membership, collegiate chapters, development and fundraising, and alumni engagement. The Marketing and Communications Manager will serve as the primary designer for both print and digital communications. The Marketing and Communications manager will also create, manage, and execute marketing initiatives that involve external industries to lead to a broader market presence and enhanced member benefits.

The ideal candidate is a skilled relationship builder, a creative storyteller, and brings experience in managing both digital and traditional marketing channels, communications, and content creation.

Key Position Responsibilities

Society-Wide Marketing Strategy & Execution:

- Develop and implement comprehensive marketing and communication plans to increase brand awareness, membership growth, and alumni engagement.
- Create marketing strategies and supporting documents for society-wide programs, events, and initiatives.
- Update the Brand and Style Guidelines and ensure all communications reflect the Society brand and voice.
- Lead digital marketing efforts, including website management, SEO, social media, email marketing, and – if necessary - paid advertising.
- Manage marketing campaigns, ensuring alignment with Mortar Board's mission, vision, and core values.

Event and Program Promotion:

- Support the marketing and promotion of national events, chapter programs, and member initiatives.
- Collaborate with Mortar Board leadership to carry out the vision of programs and initiatives through marketing (both in-person and virtual) including but not limited to:
 - Mortar Board Week
 - Virtual Initiations
 - Personal and Professional Development Programs
 - Alumni Programming
 - Annual Awards
 - Signature Events and Conferences
 - Annual Campaign and Fundraising Initiatives

Content Development:

- Create and oversee compelling, high-quality content across platforms (social media, newsletters, website, press releases, promotional materials).
- Generate original post ideas while maintaining brand voice to drive engagement and foster community, facilitate education, support programs, and increase brand awareness.
- Coordinate the development and design of annual reports, event marketing materials, brochures, and other branded content.
- Develop, in partnership with the team, content and graphics for society materials, including promotional materials, guidebooks, and slide decks.
- Ensure consistent tone, messaging, and visual branding in all communications.

Analytics & Reporting:

- Monitor the performance of marketing and communication strategies through data-driven insights.
- Analyze campaign results and report on key metrics, making recommendations for improvement.
- Stay current with industry trends and integrate best practices to enhance the effectiveness of campaigns.

Society-Wide Communications:

- Develop and manage content for Mortar Board's social media channels, including Facebook, Twitter, Instagram, and LinkedIn.
- Create and distribute the Society's newsletters, ensuring timely updates on organizational news, events, and member achievements.
- Monitor and engage with social media interactions, responding to comments and messages in a professional and timely manner.
- Collaborate with other staff to develop and implement communication strategies that promote the Society's initiatives and increase engagement.
- Serve as Editor and designer of *Mortar Board Forum*, the society's twice-a-year printed magazine, providing logistical oversight and working with office and volunteer contributors.

Membership & Alumni Engagement:

- Collaborate with the Leadership Team to create marketing tools and resources that support recruitment and engagement efforts.
- Develop campaigns to attract new partners, additional volunteers, and increase alumni involvement.
- Design and execute strategies for increasing engagement through content creation, social media, and other digital platforms.

Partnership Development & Stakeholder Collaboration:

- Engage with internal and external stakeholders, including the National Leaders (i.e. National Council, Foundation Board of Trustees), chapter leaders, and committee members, to align partnership opportunities with organizational objectives.
- Identify, approach, and secure strategic partnerships with companies, non-profit organizations, educational institutions, and other organizations that align with Mortar Board's mission.
- Design and implement joint marketing campaigns with partners to promote Mortar Board's programs and initiatives to members.
- Cultivate and maintain strong relationships with existing and potential partners, ensuring mutual benefits and continued engagement.
- Conduct market research to identify trends, opportunities, and potential partners that align with Mortar Board's objectives.

Office Operations and Other Duties as Assigned:

- Assist with the planning and implementation of society-wide events and initiatives as part of the National Office team.
- Support and collaborate with volunteer leaders directly and serve as the team liaison to relevant committees.
- Contribute to the overall objectives and goals of the National Office team.
- Support the team-based approach to operations and customer service including assisting in answering phones and fielding questions via email.
- Work with all areas of the team and be comfortable participating in team meetings and generating ideas.

Position Requirements and Qualifications

- Bachelor's degree in Marketing, Communications, Business, Public Relations, or a related field.
- 3+ years of experience in marketing and communications, preferably in a non-profit, association, or higher education environment.
- Well-versed in print, digital, and social media.
- Proven track record of developing and executing successful marketing campaigns and communication strategies.
- Exceptional written and verbal communication skills; an effective communicator and good storyteller.
- Proficiency in digital marketing tools, social media platforms, and content management systems including but not limited to: Microsoft Office Suite, Google Suite, Canva, Adobe Creative Cloud, Zoom, and social media platforms.
- Strong organizational and project management skills, with a keen eye for detail.

- Creative and visionary but with the ability to handle multiple tasks and meet deadlines.
- Ability to work both independently and collaboratively in a team-oriented environment in a fast-paced environment with diverse stakeholders.
- Passion for education, leadership, and community service is a plus.

Work Hours and Remote Opportunity

The National Office has been headquartered in Columbus, Ohio since 1970. This position is a hybrid position (primarily remote) with the opportunity for fully remote work if located outside of central Ohio with the expectation the team member is able to travel to Columbus, Ohio quarterly. The person in this role will need to have good interpersonal skills, a strong connection to the office and team in Columbus, and the ability to attend in-person team meetings and events in Columbus on occasion.

This position is a full-time 40 hour per week position. Hours and work schedule are flexible, at the discretion of the supervisor and selected candidate. However, consistent availability between 10am-3pm ET Monday – Friday is preferred for meeting purposes and member support. Preference will be given to candidates from Eastern and Central time zones.

Benefits

You will be eligible to participate in Mortar Board's comprehensive benefits plans, which includes medical, dental, vision, short- and long-term disability, and life insurance coverage, effective on your first day of work.

You will also be eligible for 20 days of paid time off (PTO) annually, 10 paid holidays, and up to \$500 for professional development.

Search Process

Interested candidates should submit a resume, cover letter, and portfolio of relevant work to [this application link](#) by Sunday, September 29. In your cover letter, please describe your experience in marketing and communications and how it aligns with Mortar Board's mission.

Applications will be reviewed immediately and continue until the position is filled.

Mortar Board is an Equal-Opportunity Employer that prohibits discrimination and harassment of any kind. Aligning with our purpose, Mortar Board is committed to creating an inclusive environment for all people.

We celebrate diversity and are committed to creating an inclusive environment for all employees. We adhere to the principle of equal employment opportunity for all employees and provide employees with a work environment free of discrimination and harassment. All employment decisions at Mortar Board are based on business needs,

job requirements, and individual qualifications, without regard to race, color, religion or belief, gender, sexual orientation, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. Mortar Board will not tolerate discrimination or harassment based on any of these characteristics. Mortar Board encourages applicants of all ages.

Please direct any questions, including a need for a reasonable accommodation, to search chair, Trish Maxwell, Director of Collegiate Success (tmaxwell@mortarboard.org) or 614-488-4094.