



Position Announcement Coordinator of Web, Media, and Electronic Communications

About Synergos: Synergos is an association management company (AMC); its audience includes fraternal associations and organizations including professional associations, inter/national fraternal organizations, and industry partners that serve the fraternal market. Synergos is a newly developed organization that was formed in agreement between the Association of Fraternal Leadership Values (AFLV) and the Association of Fraternity/Sorority Advisors (AFA). It is a fast-paced environment and expects fast growth in staffing, services, and clients in the next 12-24 months.

Position Overview: Oversees website management, social media, and graphic design for Synergos and each of the association clients of the company. This includes web design, video production, and visual imagery for a variety of programs and events. The ideal candidate is able to flourish in a fast-paced, ever changing environment. S/he is personable, confident, a direct communicator, and a team player. Individuals who will be successful in this position are able to work quickly and efficiently, exhibiting an ability to provide excellent customer service to members, staff, and clients. Ability to prioritize projects and handle multiple tasks a must.

S/he must show ability to work with members exercising strong conceptual, analytical, and critical thinking skills. Candidate must practice good communication skills (verbal and written) and exhibit ability to perform in a professional manner. Ability to prioritize projects and handle multiple tasks is a must. Ability to adapt to frequent change, prioritize constantly shifting opportunities, and be strategically opportunistic is important to flourish.

Required Knowledge, Skills, & Abilities

Education and Experience: Bachelor's degree is required; a degree in graphic design, marketing, or related field is preferred and a combination of education and equivalent experience will be considered. Total comfort in the online world and a high degree of familiarity with and passion for social networking tools and protocol. Candidate must have in depth experience creating, designing, and resigning websites as well as Fluency in graphic design and video editing software, including all Adobe Creative Suite applications, is required. Experience with DNN platforms preferred. Strong candidates will have Familiarity with online community best practices and experience interacting in a variety of online contexts.

Job Duties:

- Manage the operation and maintenance of Synergos's and its clients' websites including day-to-day maintenance, creating new pages, and redesign.
- Monitors web site performance and makes necessary adjustments to ensure maximum availability and performance including web site capacity planning.
- Manage all social media communications with potential and existing stakeholders with Synergos and any/all clients working to increase all usage numbers and to create high levels of satisfaction among users.
- Provide graphic design and layout to a large and wide variety of marketing materials and publications including promotional postcards, web banners, conference publications, and curriculum packets.
- Participate in the development of and implement a strategy to engage and motivate stakeholders with Synergos and any/all clients.
- Stay up to date on new tools, how other organizations and companies are using them, and how Synergos can use them for its clients.
- Assist in preparing and sending out periodic "email blasts" to clients' members on specific topics.
- Independently manage production requirements and operational goals.
- Multitask, juggling multiply projects at one time.

Physical Demands:

- Must be able to move about the office as well as sit for long periods of time.

- Must be able to use the phone and computer, sometimes for prolonged periods.
- Light to heavy lifting is periodically required.
- Must be able to travel.
- Must have a valid driver's license.

Work Environment:

This is an open environment with moderate noise, (e.g., colleagues' conversations, computers, phones, and printers), and light traffic. Telecommuting and non-standard (flex) working hours are not feasible for this position since incumbent is required to handle incoming telephone traffic on a regular basis throughout the workday.

Reporting Relationship: Reports to the Director of Marketing and Communications

Schedule/Compensation: This is a full time position with benefits. Salary is commensurate with experience and includes a benefits package. Payment is monthly, on the last day of each month. A background check will be conducted on the successful candidate prior to final offer of employment.

To apply: Please submit a resume, three references, and a letter of interest* to the address below. Electronic applications are preferred. Review of resumes will begin immediately and continue until the position is filled.

Lea Hanson
 Director of Marketing and Communication
 P.O. Box 1369
 Fort Collins, CO 80522-1369
 Fax: 888-855-8670
 Email: lea@aflv.org

For questions, please email lea@aflv.org or call 970-372-1174

* The *Letter of Interest* should address related experience, reasons why the position would be a good fit, and any related experience.

ABOUT FORT COLLINS: The Synergos office is located in Fort Collins, Colorado. Located in northern Colorado, Fort Collins is home to Colorado State University and an outstanding public school system. Nestled in the foothills of the Rocky Mountains, Fort Collins offers exciting recreational opportunities, unique cultural offerings, and is a regional center for employment and shopping. Throughout the year, live music and entertainment, as well as great local dining, can be found throughout the historic downtown area. Outdoor lovers' paradise, great schools, low crime, good jobs, and relatively low stress make Fort Collins the best place to live in America according to *Money Magazine*. A city of approximately 143,000, Fort Collins provides a unique blend of big city advantages and small town friendliness, making it an attractive and a great place to live. For more information, visit the City of Fort Collins website at www.fcgov.com.

Other Fort Collins Facts:

- 5,000 feet above sea level, 60 miles north of Denver, the state capital and mile high city.
- 2 hours to major ski resorts (Winter Park, Mary Jane, Keystone, Breckenridge, Copper Mountain, Arapahoe Basin, Loveland Basin).
- 150 paved miles of walking and biking trails in the city.
- 300 + performing arts and cultural events per year.
- Consistently noted as one *Money Magazine's* "Best Place to Live in America."
- Average temp is 30-45 (40 is January average) in the winter and 80-90 (85 is July average) in the summer.
- Surprisingly dry and semi-arid climate: 14 inches of precipitation a year with low humidity.