



## CALL FOR CHIEF CREATIVE OFFICER

Contact Alec Masella  
Recruitment Manager  
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*The Pylon*, Virginia Tech and Blacksburg's newest digital publication that specializes in investigative and longform pieces, informed commentaries, and submission-based creative works, is seeking a new Chief Creative Officer. Professional experience is desired, but not required.

Functions of the Chief Creative Officer include:

- Maintaining brand image and identifying opportunities for branded campaigns and products
- Managing social media across popular platforms including Twitter and Facebook
- Seeking out opportunities to create and improve relationships with local businesses
- Using Google Analytics tools to track performance of content and social media campaigns
- Conceptualizing, organizing, and advertising branded promotional events
- Driving revenue through boosting visibility, increasing donations, and promoting products

Desired qualifications:

- Current marketing, public relations, or related major
- Creative and curious with strong communication skills and an understanding of branding
- Comfortable with many social media platforms, including Facebook, Twitter, and LinkedIn
- Availability for ~5 hours per week, with mandatory meetings twice per month
- GPA: 3.00 or higher

None of these qualifications are limiting except availability. If you don't have prior experience for example, but still believe you would be a good fit for the position, you may still apply. Regardless of qualifications, the CCO must be able to attend regular meetings and work independently outside of those meetings to achieve organizational objectives. **Note—the position is unpaid.**

What do we have to offer?

- Practical marketing and public relations experience with a dynamic startup
- Professional references, letters of recommendation, and portfolio material
- Autonomy to build and manage your own team
- Opportunity to gain leadership and management experience

To apply for the position of CCO, email Alec Masella (alec11@vt.edu) with a statement of intent and a current resume with "CHIEF CREATIVE OFFICER" in the subject line. You may also contact us to inquire about other opportunities with the business team or ask questions.

*The Pylon* is an equal opportunity employer. We will not discriminate in employment against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression. Reasonable accommodation is available to qualified applicants and employees with disabilities.

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