Meet Loretta Good

Chief marketing officer

Education: University of Dayton, B.S.
                     University of Dayton, M.A.
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The chief marketing officer (CMO) assists in carrying out the mission of the National Panhellenic Conference (NPC) by developing strong internal/external communications strategies and managing our brand across all communication platforms. The CMO is a member of the NPC senior leadership team.

Specifically, Loretta is responsible for:
- Implementing the strategic plan as it relates to marketing and communications.
- Overseeing the planning, development and execution of all NPC communications, both internal and external. This includes timelines, budget and staffing considerations.
- Managing the writing and editing of all materials published by NPC.
- Managing the content and design of NPC-owned websites and social networking sites.
- Developing branding initiatives and promotional campaigns for NPC and TheSororityLife.com.
- Collaborating with NPC's public relations partners on message development and deployment.
- Collaborating with all NPC staff members and the NPC Foundation on the development, finalization and production of their printed or digital materials.
- Providing brand, marketing technology, social media and related training to staff and volunteers.
- Developing relationships with NPC member organization communicators to leverage best practices and share the collective strengths of NPC and its member organizations.
- Developing relationships with communications professionals at NPC's industry partners and collaborating on joint marketing and public relations efforts as applicable.
- Liaising with all communication vendors and make recommendations on products and resources.
- Assisting in the development of the annual budget and managing expenses in accordance with it.
- Directing the work of the digital marketing specialist and marketing and communications intern.

Loretta serves as the staff liaison for the following committees:
- Research (Measurable Outcomes)

Top five strengths according to StrengthsFinder assessment:
- Achiever
- Learner
- Individualization
- Focus
- Input

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