

MARKETING AND COMMUNICATIONS ASSISTANT

Position Summary

The Marketing and Communications Assistant works with the Strategic Communications Director within the Dean's Office of the School of Music, Theatre and Dance to implement marketing and communications strategies through administrative tasks, collaborative planning and community engagement. Primary responsibilities in this position will include execution of digital marketing and communications strategies (e.g. Social Media, Email Campaigns, Online Events Calendars); developing relationships with on-campus entities to move toward a stronger information pipeline for current students; and assisting with establishing contacts within the Greensboro/Triad Community. The position will include additional responsibilities resulting from continued collaboration with various offices and constituencies around both the Centennial University Performing Arts Series season and the upcoming inter-disciplinary events series, War & Peace Imagined.

Responsibilities include:

- **Executing Social Media strategies:** scheduling posts for upcoming performances and events (Hootsuite); creating event listings (Facebook); developing social media campaigns (#tbt; #uncggrad; #war; #peace; #wpi, etc...) to include research and inclusion of external resources.
- **Building Email campaigns:** work on various campaigns (UPAS, W&PI, Alumni & Friends, Students, etc...) to include creating email templates (Constant Contact), copy, identifying story leads and developing timelines with Strategic Communications Director.
- **Online Events Calendars:** verifying and submitting SMTD/W&PI/UPAS events to online calendars for the upcoming year
- **Resource Assessment and Community Engagement:** assist Strategic Communications Director with identifying key points of intervention in marketing and consumer behavior for constituent populations (current students, alumni, family & friends, etc...); to include on-campus and off-campus resources.
- **Additional duties as assigned:** following continued collaboration around UPAS and War & Peace Imagined, additional tasks and activities will be identified.

Minimum Qualifications

High School Diploma

Self-starter

Detail-oriented

Ability to work independently

Familiarity with Social Media platforms (Facebook, Twitter, Instagram, Pinterest, etc...)

Preferred Qualifications

Bachelor's Degree in arts-related field; arts administration; business and/or marketing

At least one to two year(s) marketing/communications experience, arts-based preferred

Ability to multi-task within a highly nuanced, fast-paced setting

Proposed time frame for employment: May 16 through July 31

Proposed pay scale: \$12/hr @ 20 hrs/week; \$2640 total allotment.

J. Aguiar