

Marketing Assistant

NC State Innovation and Entrepreneurship

Position Type: Part-time / student worker

Hours: 15 hours/week

Compensation: \$10/hour

Location: Centennial Campus, NC State University

Supervisor: Marketing and Communications Coordinator

PEP Position: Communications/Marketing' (job number P00000310) for the 2022-2023 academic year

Description

The NC State Innovation and Entrepreneurship marketing assistant will help provide creative ideas to help tell the story of innovation and entrepreneurship at NC State. The marketing assistant will collaborate with the marketing and communications coordinator to create content that expands and elevates the reach of our marketing channels.

This position will help the student develop marketing skills and provide experience in content creation, social media strategy and marketing analytics.

Responsibilities

- Create, present and carry out social media marketing campaigns
- Create weekly email marketing content using Mailchimp
- Attend external events to develop visual and editorial content
- Design digital and print marketing pieces using Canva
- Manage social media channels including Twitter, Facebook and Instagram
- Compile web and social media analytics reports
- Represent NC State Innovation and Entrepreneurship at university opportunities
- Assist with administrative duties
- Help with planning and hosting of entrepreneurship events

Requirements

- Currently enrolled full-time at NC State
- Excellent written and verbal communication skills
- Strong desire to learn and develop professionally
- Creative problem-solving abilities
- Experience with social media marketing
- Strong organization skills, attention to detail and accuracy
- Passionate about telling stories through digital media
- Ability to ensure accuracy and timeliness

Plus Skills

- + Graphic design experience
- + Photography experience
- + Videography experience

Marketing manager and marketing assistant are to have weekly 1:1 meetings to discuss project status, brainstorm content ideas and provide feedback/ answer questions.