

## Job Description

### Marketing Assistant: Global Education Center – Graduate Level

The Marketing Assistant will serve as the primary coordinator and liaison for all marketing initiatives within the Global Education Center. The Marketing Assistant will develop and support marketing initiatives and materials such as brochures, on-line content, news articles, reports, event promotion and social media updates.

#### Duties and Responsibilities

- Conceptualize, produce content for, and help with the overall maintenance of the Global Education website.
- Draft news articles for the Global Education and Montclair State websites, the Montclarion, and other relevant outlets.
- Organize data in a compelling manner for presentation and distribution of reports.
- Develop a bi-annual newsletter of Global Education activities and news.
- Conceptualize and draft content for paper brochures and fliers. Coordinate with Montclair State Communications.
  
- Coordinate with Study Abroad and International Services areas to develop marketing via social media channels in compliance with Montclair State's Social Media Policy and best practices.
- Create and implement strategies to increase awareness of Global Education programs across campus.
- Provide administrative support as required in the Global Education Center.

#### Qualifications

- Montclair State graduate student, preferably in MBA-Marketing, Public and Organizational Relations, or English
- Excellent written and verbal communication skills
- Strong attention to detail
- Must be able to take initiative and work independently
- Marketing education and/or experience and excellent planning and organizing skills with experience (or at minimum knowledge) in strategically utilizing social media for marketing
- Experience with web design and a creative, proactive, and strategic approach to improving quality of content. Experience with Terminal 4 preferred but will train.
- Must be able to commit to up to twenty hours per week
- Preference for long-term (more than one year) commitment

#### To Apply:

Please submit the following items to Ms. Wendy Gilbert-Simon at [simonw@montclair.edu](mailto:simonw@montclair.edu). Please use subject header: Graduate Marketing Assistant Application.

- Resume

- Cover letter
- Writing sample(s) (may submit one item or multiple items but no more than three pages total)
- Statement of your availability (when you could start, how many hours per week, preferred schedule, length of commitment)