



Job Title:

Marketing & Events Assistant

About the Job

Arts Ed NJ, a 501(c)(3) nonprofit organization, has an immediate opening for a part-time Marketing & Events Assistant. Under the supervision of the Director of Marketing and Communications this key staff position will assist with the planning and implementation of marketing campaigns, as well as manage the organization's various social media channels and email marketing, to help the organization meet its goals. In addition, provide administrative support to the NJ Governor's Awards in Arts Education (NJGAAE) program and annual event.

Job Responsibilities

- The primary purpose of this position is to support and expand the NJ Governor's Awards in Arts Education Program (NJGAAE) and plan the annual event.
- Participate in weekly planning meetings and throughout the creative development process, managing multiple projects at a time.
- Assist with administrative assignments, creation and updates of databases, lead outreach initiatives, and event plan for the annual awards in May.
- Design and manage social media assets (e.g., posts, stories, carousels, banners/covers, highlights). You will be responsible for approximately 8-10 new graphics per week, sized and optimized for use on Facebook, Instagram, Instagram Stories, and Twitter. Brand assets, visual style guide, and text will be provided.
- Plan the weekly Instagram calendar with review and input from our team. Schedule 1-2 Instagram posts per day, in a variety of formats: feed images, excerpts, Stories, carousels, Reels, and videos.
- Proofread and/or write captions and social copy; research and incorporate relevant hashtags, mentions, and emojis.
- Proactively pitch new, original social content and source user-generated content that surfaces the authentic voices of educators on Instagram.
- Provide weekly analysis and insights regarding Edutopia's Instagram performance.
- Provide occasional support for other marketing special projects
- Manage several social media channels (Facebook, Instagram, Twitter), ensuring tone,

frequency, and messaging supports initiatives objectives.

- Work with the Arts Ed NJ's interns and marketing team to coordinate quarterly live streams, including topics and guest speakers.
- Potential to attend arts education events throughout the state as a representative for Arts Ed NJ.
- Other duties and tasks, as assigned.

Qualifications

- 4 year degree required in Communications or a related field
- Ability to generate creative new ideas and execute them quickly
- A solid eye for detail and composition
- Excellent communication skills—verbal and written
- Previous nonprofit experience, particularly in the arts and culture sector, is a plus.
- 2 + years of experience with event planning both in person and virtually
- High level organizational skills, willingness and ability to manage multiple projects in a fast paced, deadline-driven environment
- Ability to successfully work collaboratively and with minimal supervision
- Experience with Google Workspace (Docs, Sheets, Slides, Calendar), Canva, Adobe Creative Suite (Photoshop, Illustrator), and email marketing tools are essential.
- Experience with audio and video editing tools, project management tools, and online content management systems are a plus, but not required.
- The desired individual must possess a driven passion for the arts as well as an ability to interact effectively with people of different cultures and experiences, within an organizational culture that works to be free from prejudice and aggressions.
- Although this position will function primarily remotely, some in-person time at various outreach events and meetings may be required.
- Familiarity with preK-12 education topics and trends is preferred
- Spanish fluency encouraged

Compensation

This position is a paid temporary contract role with the potential for an extension. It will require 15-20 hours per week at \$20 an hour. This is a one year contract with the potential of an extension.

Deadline to apply

To be considered, candidates must include a brief cover letter, resume, and examples of relevant digital work you'd like us to consider, e.g., an online portfolio and/or links to social media accounts you've worked on.

Resumes accepted until the position is filled, but no later than April 11, 2022.

Send Resume and letter of interest to: julia@artsednj.org

Equal Opportunity Employer

Arts Ed NJ is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status. Please read Arts Ed NJ's commitment to equity, diversity, inclusion and social justice at https://www.artsednj.org/dei_artsed/