



Job Description: Marketing & Events Assistant

General Description: The Marketing & Events Assistant works as a support to the Programs and Communications Manager on the NJ Governor's Awards in Arts Education. The 40th Anniversary celebration will take place in Trenton on May 9 2020.

In addition, they collaborate with all members of the staff to market the Arts Ed Now campaign. The primary purpose of this position is to work with the Programs and Communications Manager to implement Arts Ed NJ's Strategic Plan by using marketing channels and support the NJGAAE.

This position is a part time temporary role with potential for extension, based at your remote location and is 10-15 hours per week. The typical work week is Monday through Friday and work day is 10:00 AM to 4:00 PM, but events and other obligations require flexibility, including attending various meetings, site visits, and events.

Overall Responsibility: The Marketing and Events Assistant is responsible for assisting with Arts Ed NJ's on-line presence, brand and user experience. In addition, the M&E Assistant will assist with administrative assignments, databases, outreach, and preparing for the annual event. The M&E Assistant is also responsible for the day-to-day editing, updating and curating of the NJGAAE social media content and website.

They must be an outstanding, verbal and written communicator, capable of communicating effectively through face-to-face discussions, blogs, emails, posts, tweets and other communications channels as needed.

Job Activities: Typical day-to-day work activities and tasks are outlined below:

- Maintain the NJGAAE's overall digital program, including website, social media platforms, and email campaigns, all in alignment with overall objectives. Review and obtain approval of the Programs & Communications Manager (P&C Manager) before publishing.
- Assist with running Social Media promotions and campaigns and track success
- Assist with outreach to past winners and collection of quotes and interviews
- Assist with outreach for content and social media take overs
- Attend planning meetings for NJGAAE
- Leverage Arts Ed NJ's digital resources such as video and photo archives
- Produce reports on digital campaign performance and making recommendations to improve performance
- Share relevant content from and cultivate social media relationships
- Keep up to date on the latest tools, web technologies and social media tactics being used, and evaluating how Arts Ed NJ can take advantage of opportunities to use new technologies and new approaches
- Tracking and reporting on analytics to staff who requests it

- Assist with writing and disseminating press releases to media contacts for the event
- Determine appropriate advertising opportunities and budget, in coordination with the P & C Manager
- Submit/post print and online calendar listings for events
- On-site presence for event to provide general assistance with logistics, videography, photography, engage with parents & students, etc.
- Sell and Manage program ads
- Maintain and update master database of NJGAAE winners
- Supervise for volunteer recruitment and coordination for the event
- Other projects as assigned by management

Knowledge, Skills, Abilities and Personal Characteristics

- Proficiency in MS Office Suite
- Keen attention to detail
- High level organizational skills, willingness and ability to manage multiple projects in a fast-paced, deadline-driven environment
- A strong work ethic, professionalism and integrity
- Ability to successfully work collaboratively and with minimal supervision

Education and Work Requirements

- Minimum 2-3 years' work experience working across a variety of digital marketing areas, such as web design, digital media, social media, email, etc.
- Knowledge of and active participant in social media
- Experience with event planning

Additional Desired Qualifications

- Video editing skills are strongly desired
- Previous experience word press, constant contact and salesforce is a plus

Reporting Structure and Reimbursement

This job is an integral part of the Arts Ed NJ team and reports directly to the Programs and Communication Manager. The position is paid at \$15 an hour.

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