Mason Gross School of The Arts

Extension Division

Digital Media and Communications Associate (New Brunswick, NJ)

The Mason Gross Extension Division is seeking an individual for part-time employment with excellent social media, digital media and communication skills to help build the Division’s online brand as an innovative, state-of-the-art, and accessible resource for community arts education.

This position will work with the Director of the Extension Division to evaluate and revise/refine the Division’s current online presence – website, social media and digital marketing initiatives - and to create and maintain a digital communications strategy.

This position will assist in the coordination of creative work to support all CRM, Social Media and Digital marketing campaigns. As well as coordination of creative work to support ongoing programs – flyers, brochures and ads for print media. This position will be responsible for updating template-based flyers using Adobe Creative Suite.

This position requires firsthand experience in the field of CRM, social media and digital marketing. Candidates should demonstrate experience in managing a variety of digital media within the last 2-3 years.

Responsibilities include:

- **Social Media Management**
  - Manage and coordinate use of all social media by the Extension Division
  - Create and maintain an effective social media strategy
  - Grow our social media followership
  - Use Social Media to communicate our programming to target audiences
- **Website maintenance and revision**
  - Review and revise website
  - Update website as required
- **Weekly / monthly communications management**
  - Create and send email newsletters and marketing campaigns
- **Digital Marketing**
  - Aid in creation, management and assessment of digital marketing campaigns
- **Online calendar maintenance**
  - Post Extension Division events to a variety of online community calendars
  - Update and maintain special events and other calendars used by the Extension Division.
- **Creative work**
  - Coordinate creative projects with graphic designers, the Extension Division Director, and the Mason Gross Director of Communications’ office.
  - Update materials (flyers) in-office as needed using Adobe programs.
Qualifications

- Ability to multitask
- Strong writing skills
- Ability to interpret a variety of instructions to complete assigned projects
- Ability to complete projects/tasks in a timely fashion
- Ability to work effectively and efficiently with fellow office staff and management

Desired Experience/Attributes

- Detail orientated
- Patient
- Personable
- Experience with Mailchimp or other email marketing services preferred
- Experience in managing social media accounts preferred
- Experience in Drupal, Wordpress, or other content management systems preferred
- Customer service experience preferred.
- Proficiency in Microsoft Office
- Proficiency in Adobe Creative Suite preferred

Additional details

- Location: New Brunswick, NJ
- Compensation: $9-12 per hour
- Principals only. Recruiters, please don't contact this job poster.
- Please do not contact job poster about other services, products or commercial interests.

Applying for this position

- Please send your cover letter, resume, and the name/email address of three current references to Christopher Kenniff, Director of the Mason Gross Extension Division, ckenniff@masongross.rutgers.edu