

Marketing, Social Media Manager

About the role

You will work with the marketing team to ensure that each event and program is effectively marketed to students through various web and social media platforms (designatucsd.org, e-mail, Facebook, Instagram, and more). This will require you to work closely with our visual designers and content strategist to generate quality content for these platforms, and to handle the rollout of this content. More importantly, you'll develop marketing strategies to help build our brand awareness and online reputation. This is an opportunity to gain experience managing an organization's online presence, network with industry professionals, and contribute to our design community!

Responsibilities

- Manage our social media accounts (Facebook, Instagram)
- Ideate and coordinate marketing initiatives (e.g. Alumni spotlight)
- Design and send out email newsletters

Qualifications

- Prior experience managing the social media for an organization
- Knowledge of Mailchimp
- Knowledge of basic web development or digital photography a plus!