

Marketing, Content Strategist

About the role

You will play a key role in developing our brand awareness and online reputation. Specifically, you'll work with the marketing team to ensure that each event and program is marketed effectively through web and social media platforms (e.g. designatucsd.org, e-mail, Facebook, Instagram, and more). This will require you to write copy and work closely with our visual designers to generate quality content for these platforms. In addition to this, you will help curate our new Medium publication where members can publish articles relating to design. This is an opportunity to gain experience building valuable content, network with industry professionals, and contribute to our design community!

Responsibilities

- Write copy for our social media posts, event pages, and website
- Curate articles written by community members for our Medium publication
- Work closely with our visual designers to ensure that our written language aligns with our visual language

Qualifications

- Prior experience with writing copy for an organization or publication
- Able to demonstrate writing ability with examples of past work
- Knowledge of the the Medium.com platform and Mailchimp
- Knowledge of basic web development or digital photography a plus!