

## **Job Description: Marketing Assistant (Internship)**

The Office of University - Community Partnerships (OUCP) seeks a highly motivated intern to assist with developing multimedia materials for various campaigns and projects to promote the ***RU Ready for Work*** Program (RUR). The successful candidate will be creative, highly motivated and possess skills related to promotion especially as it related to funds development and communications.

In its tenth year of operation, ***RU Ready for Work*** is a career exploration and work readiness program designed for at-risk and/or socioeconomically challenged public and charter high school students in Newark, New Jersey. RUR 's goal is to significantly improve post-secondary attainment and career outcomes, while preparing and motivating students to act as change agents that facilitate transforming their city into a more vibrant and sustainable community. OUCP seeks assistance in developing materials that promote RUR for fundraising and communicating program impact and outcomes. The Marketing Assistant Intern will take on a variety of tasks that allow for the successful completion of the planned activities, that may include grant writing, multimedia presentations, special program development, and promotional items.

### **Essential Duties and Responsibilities**

The Marketing Assistant Intern will help senior program staff to:

1. Collect, edit, catalogue, archive and maintain the digital photo library
2. Write and/or edit feature articles, vignettes
3. Write and/or edit copy for promotional campaigns, including brochures, infographics, captions, promotional layouts, etc.
4. Make recommendations and assess program strategy
5. Maintain constituent and promotional databases
6. Facilitate outreach efforts (letters, social media, phone campaigns, etc.)
7. Plan and assist in developing video, PowerPoint, Prezi or other presentation materials
8. Collect, analyze and graphically display salient data
9. Assist in developing social media, digital advertising and promotional campaigns
10. Design flyers, invitations, posters and other external outreach

### **Qualification, Skills and Knowledge Requirements**

The Marketing Assistant Intern should:

1. Possess knowledge and/or expertise in one or more of the following: marketing, communications, journalism, photography, videography and film-making, and related fields
2. Be highly organized, a self-starter, creative
3. Work well independently and in teams
4. Write and communicate well
5. Possess above average organizational skills
6. Be computer savvy and have the desire/capacity to learn various hardware, software and related platforms. Familiarity with Microsoft products (Word, Excel, PowerPoint), file storage and sharing platforms; data management software, are highly preferred.
7. IT expertise and numerical skills are a plus

**Contact: Ms. Donita Devance at [devance@newark.rutgers.edu](mailto:devance@newark.rutgers.edu), Project Manager [\(973\) 353-1630](tel:973-353-1630)**