

Online and Extended Learning

Title: Copywriter and Social Media Support

Location: College Hall 347

Job Type: Student Assistant or Graduate Student Worker

Days Needed: TBD

Hours per week: up to 20 hours

Number of Positions Available: 1

Wage: \$12.50/hour

Start Date: ASAP

Job Description:

Support the Online Program by providing copywriting for various marketing channels: print collateral, social media, and web content. Assist in the management of digital marketing campaigns and maintenance of Online Program website.

1. Provide copywriting support in conjunction with marketing of online programs:
 - a) Develop enrollment advisement scripts from identified benefits and competitive positioning statement
 - b) Continuing education units
 - c) Conduct secret shopping and website analysis on competitors (see template)
2. Support development of marketing collateral:
 - a) Recommend artwork and design for marketing and promotional materials
 - b) Manage logistics of providing necessary technical specification to provide marketing collateral into marketing channels
 - c) Work with academic support team and marketing to build ongoing list of testimonials from current and graduated students
 - d) Develop program benefit statements from program features and curriculum
 - e) Writing/coordinating blogs for website
3. Manage specific elements of social media strategy:
 - a) Provide copyrighted material for introduction and monitoring onto social media channels
 - b) Release and respond to communications through social media
4. Web support:
 - a) Maintain/update academic content on web site
 - b) Participate in web design based on best practices and in relation to competitor web sites
 - c) Manage copyrighted material from identified digital marketing campaigns to support enrollments on website

Application Instructions: Please send resume and list 2 references who can be contacted to: Dr. Peter J. McAliney, mcalineyp@mail.montclair.edu.