



Center for Diversity Education
Diversity | Equity | Inclusion
CPO #1200
UNC Asheville, One University Heights
Asheville, North Carolina 28804

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www.diversityed.org

Digital Media and Marketing Coordinator
Application deadline: April 14, 2017

The Digital Media and Marketing Coordinator is responsible for designing promotional materials and maintaining the Center for Diversity Education's media systems, including our website, Twitter, Facebook, and Instagram.

Time Frame: Fall 2017 - Spring 2018

Compensation: \$10/hr, 5 hrs/week

Primary Responsibilities:

- Help with maintaining The UNC Asheville Center for Diversity Education website www.diversityed.org
- Uphold an active posting schedule on Facebook, Twitter, and Instagram
- Promote partner organization events on social media
- Occasional maintenance of Constant Contact (our newsletter mailing service) and Donor Perfect (our donor database.)
- Attend biweekly professional development meetings with other CDE student employees
- Regular attendance at CDE campus and community events

Qualifications:

- Rising junior or senior Mass Communications or New Media major preferred
- Highly self-directed, organized, and capable of working both independently and collaboratively
- Well versed in Google Applications and Gmail functions
- Excellent written and verbal communication skills
- Connected to student and community organizations
- Photography experience preferred
- Photoshop or other media design experience preferred
- Experience in creating and maintaining social media content and promotions
- At ease working with people of diverse ethnicities, races, cultures, abilities, religions, sexualities, and gender identities

The Digital Media and Marketing Coordinator will be overseen by Deborah Miles, the Executive Director of the Center for Diversity Education. To learn more about the work of the Center for Diversity Education visit www.diversityed.org and find us on Facebook. Please submit resume and cover letter to Hannah James - hjames@unca.edu.