



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](http://www.diversityed.org)

### **Job Title: Social Media and Marketing Coordinator**

The Social 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.

This is a one-year, paid position. Students are not expected to work during exams or official university breaks.

#### **Primary Responsibilities:**

- Help with maintaining The UNC Asheville Center for Diversity Education website [www.diversityed.org](http://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, Photoshop, and/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 Social Media and Marketing Coordinator is 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](http://www.diversityed.org) and find us on Facebook.