

## Communications Assistant - Center for Global Engagement (Part - Time)

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Company: James Madison University

Location: Harrisonburg

Category: other-general

Communications Assistant - Center for Global Engagement (Part - Time) James Madison University The role of the Communications Assistant is to help the Center for Global Engagement execute its strategic messaging objectives by designing promotional materials and publishing content. The Communications Assistant will report to the Communications Specialist and work with stakeholders in International Student and Scholar Services, Study Abroad, and Global Learning & Partnerships. They are responsible for designing visual assets for use in CGE promotions, managing email marketing campaigns, and maintaining social media channels. This is a part time position that will work an average of 29 hours per week (typically Mon-Fri). Duties and Responsibilities: - Create visual designs for email marketing materials, digital signs, social media, website, and other CGE promotions - Prepare, format, and send promotional emails - Maintain CGE audience email lists - Drafts social media posts for @jmu global and @IntlDukeDog - Organize and maintain content calendars for multiple social channels - Implement social media strategies and assess effectiveness of strategies - Design graphics for use on the CGE website - Update website content through Cascade - Oversee communications-related work of student employees Qualifications: Required - Portfolio that demonstrates graphic design experience and skills in using Adobe Illustrator, Photoshop, or equivalent software - Comfortable designing assets for use in various marketing campaigns, receiving critique, executing final projects, and maintaining deadlines - Social media publishing experience Additional Considerations - Some email marketing experience - Has worked in a web CMS, especially Cascade To learn more and to apply, go to <http://joblink.jmu.edu/> and

reference posting 20000322. Review of applications begins 4/11/2024. Pay is a range of \$17 - \$19 an hour. James Madison University is committed to creating and supporting a diverse and inclusive work and educational community that is free of all forms of discrimination. This institution does not tolerate discrimination or harassment on the basis of age, color, disability, gender identity or expression, genetic information, national origin, parental status, political affiliation, race, religion, sex, sexual orientation or veteran status We promote access, inclusion and diversity for all students, faculty, staff, constituents and programs, believing that these qualities are foundational components of an outstanding education in keeping with our mission. The university is interested in candidates whose experience and qualifications support an ongoing commitment to this core quality Anyone having questions concerning discrimination should contact the Office for Equal Opportunity: (540) 568-6991. Copyright ©2022 Jobelephant.com Inc. All rights reserved. Posted by the FREE value-added recruitment advertising agency jeid-c89dc9992ea64b55a76285f4aa37d90b

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