Marketing & Communications Assistant

Job Summary:

The Florida SBDC Network, the state’s principal provider and thought leader for small businesses, is seeking a highly motivated OPS Marketing and Communications Assistant. The marketing and communication assistant will aid in the development and implementation of the network’s statewide marketing efforts, including writing press releases, writing and editing client success stories, developing social media posts, and writing articles for business magazines and newspapers. Additionally, this position will assist with marketing plans, strategies, and initiatives to increase brand awareness for the network. This position requires strong written and verbal communication skills, editing, organizational skills, graphic design skills, social media experience, and a strong self-starter initiative. This team member will report to the Assistant Director of Marketing and will support the Headquarters’ marketing team.

Essential Duties and Responsibilities:

- Assist with internal communication initiatives, including developing and sending the network’s bi-monthly employee newsletter
- Assist with researching, writing, editing, and delivering press releases through the appropriate communication channels
- Assists in the conceptualization, strategy, design, and production of print, online, and multimedia projects consistent with the network’s and University’s graphic identity standards.
- Possesses a working knowledge of desktop publishing tools using Adobe Creative Suite programs, including InDesign, Photoshop, Illustrator, Premier Pro, and After Effects
- Understands core design elements, including type, contrast, alignment, proximity, and layout.
- Prepares final layouts for printing; checks proofs during production stages.
- Assists with creating an effective social media strategy, to include:
  - Developing graphics
  - Planning, writing, editing, and posting social media content.
  - Providing new and innovative ideas on how to grow the network’s online presence utilizing new and existing social media accounts
- Works efficiently and professionally in a fast-paced, deadline-driven environment.
• Additional duties as required.

Preferred Knowledge, Skills, and Qualifications:

• Bachelor's degree in Marketing, Journalism, Communications or a related field and/or equivalent experience in advertising, marketing, media relations or public relations
• Proven experience and skills in communications, marketing, and graphic design
• Familiarity with Facebook, Twitter, LinkedIn, YouTube, and other social media platforms, as well as online marketing applications (i.e. Constant Contact).
• Strong technology skills, including Word Press, Microsoft Word, PowerPoint, and Excel
• Strong written, verbal, interpersonal, and organizational skills
• Proven ability to handle confidential client information with discretion, be adaptable to various demands, and demonstrate exceptional customer and client service and response.
• Ability to work in both a team-based, collaborative setting and independently
• Strong ability to manage multiple projects simultaneously, take initiative, and meet deadlines

Location:

Florida SBDC Network Headquarters (Downtown)
UWF Division of Research and Strategic Innovation
220 West Garden Street, Suite 301
Pensacola, Florida 32502

Duration & Hours

The Florida SBDC Network is seeking one OPS Marketing & Communications Assistant. This position will be 40 hours per week and is a time-limited position that ends September 30, 2021.

How to Apply

If you would like to be considered, please submit your resume, cover letter, and portfolio to Kelly McLeod, Assistant Director of Marketing at Kelly.McLeod@FloridaSBDC.org.