



GFLEC Marketing Assistant

Title of Position:	Marketing Assistant
Job type:	Full-time over the summer and part-time during the academic year *FWS and Non-FWS
Location:	George Washington School of Business
Application deadline:	Open Until Filled
Start Date:	ASAP
Pay:	\$13/hour

GFLEC Description

The [Global Financial Literacy Excellence Center](#) (GFLEC) is one of the leading research centers on financial literacy and financial capability. GFLEC produces high quality research to illustrate the extent of financial illiteracy through the world and to study its consequences on the individual and society. Housed within the School of Business at George Washington University (GW) in Washington, D.C., GFLEC is reflective of expertise not only in financial literacy, but also in the translational power of academic research to inform change on the macro level, including influencing policy and changing practitioner practices.

Position Description

The Marketing Assistant will help develop and implement GFLEC's marketing plan. He/she will manage our Facebook, LinkedIn, Twitter, and website accounts. You will be responsible for balancing multiple priorities and deadlines. Taking initiative is highly valued. You will be part of a small team that allows for growth and working towards your strengths.

Job tasks:

- Help develop marketing strategy around certain GFLEC events, research, Financial Literacy Month (April), and other initiatives.
- Manage the center's social media via Facebook, Twitter, and LinkedIn, including writing posts, analyzing data of activity, and working to increase followers and engagement
- Make edits to website using WordPress platform
- Design homepage banners as needed
- Miscellaneous tasks as needed

Required Skills:

- Prior experience with social media marketing
- Proficient with WordPress and Hootsuite
- Ability to work independently
- Excellent written and verbal communication skills
- Attention to detail
- Ability to follow instructions
- Ability to communicate effectively with other team members
- Careful record-keeping and organizational skills
- Ability to quickly learn software programs
- Anticipate needs of a project and adapt to fast-paced environment
- Fluent in English
- Experience working in an office

Preferred Skills:

- Proficient using PC computers
 - Interest in financial literacy and financial education
 - PhotoShop
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- Resume
 - Cover letter highlighting previous online marketing experience
 - Provide a sample of relevant work you have done