

GFLEC Marketing Manager
The George Washington School of Business

Title of Position: Marketing Manager

Job type: Part-time (20 hours/week)

Location: George Washington School of Business

Application deadline: January 15, 2017

Start Date: January 2017

Pay: \$13-15/hour commensurate with experience

GFLEC Description

The Global Financial Literacy Excellence Center (GFLEC) is a global leader research center on financial literacy. GFLEC's high quality research illustrates the extent of financial illiteracy and studies its consequences for the individual and for society. Housed within the School of Business at the George Washington University in Washington, D.C., the Center informs policy as well as develops and promotes financial literacy programs globally.

Position Description

The Marketing Manager will be responsible for devising and executing a strategic plan to maximize GFLEC's brand and increase 10x GFLEC's social media engagement and followers. He/She will also manage GFLEC's Facebook, Twitter, LinkedIn, and website accounts, preparing or editing the content for the website and social media outlets. He/She will also provide regular reports on the impact of our marketing and social media efforts. The Marketing Manager will supervise the work of a marketing assistant who will help with the day-to-day marketing operations.

Miscellaneous:

Time commitment expected: 18-20 hours per week.

Requirements:

- Enrolled in a Bachelor or Master's degree in relevant subject area
- Demonstrated experience in marketing, social media marketing, and website management
- English fluency / excellent

Desired:

- Bachelor or Master's degree in Marketing
- Professional work experience in marketing
- Excellent written and verbal communication skills
- Ability to work independently
- Attention to detail
- Self-motivated and takes initiative

How to Apply:

Please send the following documents to gfilec@gwu.edu

- Resume
- Cover letter
- Send us a link to your blog and/or website and/or send us an example of relevant work you have done.

Incomplete applications will not be reviewed.