

## GFLEC Marketing Manager The George Washington School of Business

<b>Title of Position:</b>	Marketing Manager
<b>Job type:</b>	Part-time (20 hours/week)
<b>Location:</b>	George Washington School of Business
<b>Application deadline:</b>	Open until filled
<b>Start Date:</b>	May 15, 2018
<b>Pay:</b>	\$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. The incumbent will send Google news alerts to the GFLEC team. He/She will also provide regular reports on the impact of our marketing and social media efforts and make recommendation on strategy. 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. Full-time during the summer is preferred.

### Requirements:

- Enrolled in a 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