

## AN OPPORTUNITY TO JOIN A GREAT TEAM!

**JOB TITLE:**                   **MARKETING ASSISTANT**

**DEPARTMENT:**           **MARKETING & COMMUNICATIONS**

**REPORTS TO:**              **SENIOR MANAGER OF MARKETING & COMMUNICATIONS**

### ABOUT USDAN

Usdan opens up a world for children to joyfully express their creativity and develop their artistic skills. Each summer, Usdan brings professional teachers and artists – actors, directors, playwrights, painters, sculptors, musicians, composers, dancers, poets, and novelists – to teach and collaborate with our campers, ages 5 to 18. Set on 140 acres of natural beauty in Wheatley Heights, Long Island, NY, Usdan is a safe, welcoming place within which campers have the freedom to build new friendships, explore nature, develop personal independence, and have fun, alongside their art making.

### POSITION SUMMARY

Help us shape and share the story of Summer 2023. The Marketing Assistant will support the Senior Manager of Marketing & Communications by providing administrative assistance for various projects and creating social media content throughout the summer. This is an exciting entry-level opportunity to gain administrative experience and help strengthen Usdan's social media channels during the peak season.

Responsibilities include, but are not limited to:

- Develop and implement a summer social media strategy and calendar
- Take and post joyful and engaging photos and videos of daily camp activities, professional performances, and special events using a smartphone
- Collaborate with Summer Photographer and Videographer to gather unique and engaging content for social media
- Provide administrative support to the Senior Manager of Marketing & Communications, including but not limited to coordinating annual camp traditions, checking and responding to emails, and proofreading
- Assist with writing, editing, and proofreading Usdan's weekly newsletters
- Other duties as assigned by the Senior Manager of Marketing & Communications

The Marketing Assistant will be asked to use their own smartphone for social media posting.

## JOB REQUIREMENTS

### QUALIFICATIONS

- Passion for building engagement across social media platforms
- Knowledge of social media platforms, including Instagram, Facebook, and LinkedIn, and their capabilities



- Energized by collaboration
- Experience in Canva is preferred but not required
- Experience with video and audio editing is preferred but not required
- Well-organized with a positive attitude
- Ability to take direction and work autonomously
- Comfortable being outside in a high-energy, fast-paced camp environment
- Strength in engaging with people; should be able to interact and engage with students (K-12<sup>th</sup> grade), families, teachers, and professional performers
- Must complete New York State required trainings, including but not limited to a Sexual Harassment Prevention training and a Child Abuse and Neglect/Maltreatment Identification. Links to required trainings will be provided after hiring
- Must be fully vaccinated against COVID-19, and if eligible as defined by the CDC, have received a COVID-19 booster shot, before the first day of employment

## SEASON DATES AND TIMES

- Monday - Friday, June 26 - August 18, 2023, 9:15 AM - 3:15 PM, closed July 4
- Pre-season commitments include:
  - o Staff Orientation: Staff Orientation: Saturday, June 3, 9:30am - 4:30pm
  - o Family Orientation: Tuesday, June 20, 2023 (a two-and-a-half-hour event to host families in the studios on campus)
  - o Studio preparation, if needed
  - o Some pre-season virtual meetings and research days to familiarize yourself with Usdan's programs and campus

## COMPENSATION AND BENEFITS

- \$15/hour
- Usdan summer camp tuition discounts for school aged dependents of faculty

## TO APPLY

- Complete an application at [usdan.org/employment](https://usdan.org/employment).
- No phone calls please.

**USDAN CENTER FOR THE CREATIVE AND PERFORMING ARTS A/K/A  
USDAN SUMMER CAMP FOR THE ARTS IS AN EQUAL OPPORTUNITY EMPLOYER AND IS  
COMMITTED TO CREATING AN INCLUSIVE ENVIRONMENT FOR ALL EMPLOYEES. WE  
WELCOME APPLICANTS FROM DIVERSE BACKGROUNDS TO APPLY THEIR UNIQUE BACKGROUNDS,  
PERSPECTIVES, SKILLS AND TALENTS TO FOSTER AN OPEN, COOPERATIVE, AND DYNAMIC  
ENVIRONMENT WHERE EMPLOYEES AND USDAN ALIKE CAN THRIVE. ALL EMPLOYMENT  
IS DECIDED ON THE BASIS OF QUALIFICATIONS, MERIT, AND BUSINESS NEED.**