

MARKETING ASSISTANT

POSITION SUMMARY

Help us shape and share the story of Usdan Summer 2021.

The Marketing Assistant will support the work of Usdan's Manager of Marketing & Communications primarily by providing administrative assistance for various marketing and communications projects and taking the lead in strategizing and capturing our social media content. This is an exciting entry-level opportunity for someone to gain administrative experience and help strengthen Usdan's social media channels.

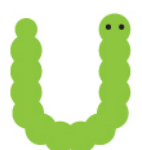
Please note: The Marketing Assistant will be asked to use their own smartphone for social media posting.

RESPONSIBILITIES & DELIVERABLES

- Create a social media strategy and plan with the Manager of Marketing & Communications.
- Take joyful and interesting photos and videos of daily camp activities, professional performances, and special events.
- Share content captured by the Camp Photographer and Videographer.
- Work on projects around certain themes.
- Provide administrative support to the Manager of Marketing & Communications, including but not limited to coordinating annual camp traditions, checking and responding to emails, and proofreading.
- Assist with the weekly newsletter.
- Other duties as assigned by the Manager of Marketing & Communications.

TRAITS & CHARACTERISTICS

- Passion for building engagement across social media platforms
- Knowledge of social media platforms and their capabilities.
- Open to collaborating on projects with Usdan staff.
- Experience in Canva preferred but not required.
- Positive attitude.
- Organized.
- Ability to take direction and work autonomously.
- Comfortable being outside in a high-energy, fast-paced work environment
- Strength in engaging with people; should be able to interact and engage with students (K–12th grade), families, teachers, and professional performers.





2021 SUMMER SEASON DATES

- Staff Orientation: Saturday, June 5, time TBD, at camp.
- Family Orientation: Date TBD.
- Summer Season: Monday – Friday, June 28 – August 20, 2021; closed July 5.
- Hours: 9:30 AM – 3:30 PM

SALARY & BENEFITS

- \$14/hour
- Discounts for children of staff.
- Transportation:
 - Free parking on campus.
 - NYC staff also have the option of subsidized train ride or tolls. Usdan will reimburse half of the cost of the LIRR or tolls up to \$400 at the end of the season. NYC staff can also be paid to ride the bus with students in the role of Attendance Monitor.

TO APPLY

- Please apply through our online application: www.usdan.org/employment.

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.