

Job Description Marketing Assistant

Summary:

The Marketing Assistant is responsible for providing critical support to the marketing and communications efforts at New England Law | Boston, enhancing the institution's visibility and engagement with current students, prospective students, alumni, and other key stakeholders. This position will assist with content creation, social media management, event promotion, and the development of marketing materials while maintaining high standards of accuracy, creativity, and professionalism.

This non-exempt, full-time position requires strong collaboration with various departments across the Law School, including communications, admissions, alumni relations, and external vendors. The Marketing Assistant will help ensure the timely execution of marketing initiatives and contribute to fostering a vibrant and connected Law School community.

Essential Duties & Responsibilities:

- Assist in creating, proofreading, and editing marketing materials, including social media posts, email campaigns, flyers, and brochures.
- Help maintain the school's website by updating content, ensuring accuracy, and optimizing for user experience.
- Manage and schedule content across social media platforms to engage audiences and promote school activities.
- Monitor social media channels for engagement opportunities and provide timely responses.
- Assist in tracking digital campaigns and compiling analytics reports.
- Assist in creating event marketing collateral and managing event promotion across multiple platforms.
- Manage marketing project calendars and ensure timely completion of tasks.
- Collaborate with internal departments and external vendors to support marketing initiatives.

Qualifications/Job Requirements:

- Associate or bachelor's degree and 1-3 years' experience in a marketing role, preferably in an academic setting or equivalent combination of education and experience.
- Proficiency in marketing software including social media platforms (Facebook, Tik-Tok, Instagram, LinkedIn, X) and CMS platforms.
- Experience in digital marketing, with a focus on running and optimizing advertisement on social media platforms such as Meta or LinkedIn, including implementing retargeting.

- Experience in content creation, including developing and curating content for websites, social media, newsletters and other forms of media
- Ability to pay close attention to detail and proofreading.
- Outstanding verbal communication skills and the ability to communicate comfortably at all levels in the Law School community, including with trustees, faculty, students, and staff as well as the public.
- Skilled at utilizing resources to find information and conduct research.
- Must be an enthusiastic team player but also have the ability to work independently.
- Professionalism and ability to work with confidential information.
- Excellent multi-tasking skills.

To apply: Send resume and cover letter to Alex Rosenbluth at arosenbluth@nesl.edu.

Please include the words “Marketing Assistant” in the subject heading. NO PHONE CALLS PLEASE. Applications will be considered on a rolling basis and resumes received without cover letters will not be reviewed. We are unable to sponsor or support Employment Visas at this time.

It is the policy of New England Law | Boston to provide equality of opportunity for all persons, including faculty and employees, with respect to hiring, continuation, promotion, tenure, and any other terms or conditions of employment, without discrimination on the basis of race, color, religion, national or ethnic origin, sex, sexual orientation, gender (including identity and expression), genetic information, military service, age, or disability. The law school complies with all applicable federal, state, and local nondiscrimination laws, including Title IX.