

Marketing Assistant: Iowa City UNESCO City of Literature

Hours: Flexible not to exceed 20 hours per week. Monday-Friday (Schedule may include some night and weekend work around events).

Compensation: This position will be an hourly, unsalaried position with a pay rate to be determined by the supervisor.

SUMMARY: Under the direction of the Director of Operations, duties may include but are not limited to: coordinate the overall marketing strategy for the City of Literature organization, including management of social media accounts, creating campaigns to promote events and other endeavors, designing and writing of collateral materials, doing outreach on behalf of the organization, creating website content, developing bi-monthly newsletters and generally supporting the communication needs of the organization, the Director of Operations, and the Executive Director.

Specifically, the marketing assistant will oversee the organization's Facebook, Twitter and Instagram accounts, and will manage and/or explore the need for a presence on other platforms.

Other duties include staffing select outside events, including the Iowa City Book Festival, the One Book Two Book Children's Literature Festival, and MusicIC; following the social media accounts and other communications from other members of the Creative Cities Network and sharing when appropriate; maintaining City of Literature listings with news outlets and other widely available calendars.

The marketing assistant also may be asked to create graphics for print and social media, take photographs at events, and assist with marketing campaigns and other promotional efforts.

PHYSICAL /ENVIRONMENTAL CONDITIONS: Ability to move about in an office setting is required. Ability to lift some boxes, equipment and materials weighing up to 20 pounds. Ability to spend long periods of time at a computer.

APPLY:

Send cover letter and resume to Rachael Carlson at rachael-carlson@iowacityofliterature.org.