

### **Marketing Associate**

The role of a Marketing Associate is diverse and multifaceted, involving various responsibilities related to marketing, communications, and event documentation.

**Reports to:** Marketing Coordinator

**Duties:**

1. Assist in building and maintaining relationships with corporate partners and sponsors by fulfilling sponsorship commitments.
2. Capture and edit high-quality photographs and videos during STEM events and programs, documenting key moments, interviews, and participant interactions for promotional use.
3. Develop and create engaging content for promotional use, including brochures, flyers, and newsletters.
4. Draft compelling copy for press releases, blog posts, and website updates.
5. Curate and create content for the organization's social media platforms and schedule posts to promote STEM programs, events, and achievements.
6. Grow our social media presence (Facebook, Instagram, TikTok, Twitter, YouTube, LinkedIn).
7. Ensure brand consistency is maintained across all visual elements when creating artwork, graphics, and other visual content for various marketing materials.
8. Assist in updating and maintaining the organization's website using content management system (CMS) and where applicable, liaise with web developers or STEM Advisor to implement changes and improvements.
9. Design and execute email marketing campaigns to promote events and initiatives and monitor and analyze email campaigns.
10. Support student recruitment initiatives through storytelling and branding strategies.
11. Track marketing metrics and help refine our digital strategies.
12. Promote the organization's brand through various channels, ensuring a positive and consistent brand image and develop strategies to enhance brand visibility within the STEM community.
13. Actively participate in marketing campaigns and initiatives to promote STEM awareness and engage in outreach efforts to attract participants to STEM programs.
14. Collaborate with other teams to align marketing efforts with organizational goals.