

Job Description (Student Position): Marketing Assistant

Employer: AIMC Berkeley

Department: Marketing

Reports to: Marketing Director

Job Purpose: To assist with content creation for AIMC Berkeley's blog, social media, & newsletters

We're seeking a fresh voice in creating content for AIMC Berkeley's media channels. It is a strong opportunity to grow your understanding of basic website administration, Search Engine Optimization, social media tools, & writing industry-related content that will positively impact your future career as an Entrepreneur/Acupuncturist. Blog content will be published under your name providing you the opportunity to grow your online presence while still in school. The hours can be flexible with your semester schedule & work can be completed remotely.

Duties & Responsibilities:

- Write compelling & well-structured content for AIMC's media channels
- Collaborate with the Marketing Director to plan and develop future content
- Research industry-related topics
- Follow guidelines for Search Engine Optimization to optimize published content
- Identify gaps in current content & recommend new projects
- If interested, help with graphic design & visual aspects of AIMC's brand content

Qualifications:

- Strong writing & communication skills
- Time-management skills
- Ability to work independently
- Collaborative & curious attitude
- Experience with or willingness to learn basic WordPress functionality
- Social Media user, especially Facebook and/or Instagram

Pay rate: \$20/hour

Hours: 5 hours per week

Priority will be given to students who qualify for the Federal Work Study program.