



Role: Student Associate, Marketing Copywriter & Content Strategist
Status: Part Time
Reports to: VP of Marketing
Location: Atlanta, GA with Remote Potential

ABOUT CAMPUS MULTIMEDIA, LLC

Campus Multimedia, LLC is a Brooklyn NY-based, sponsorships sales representation firm working with national brands to accelerate revenue growth through sponsorship and integrated marketing programs through custom K-12 school communication channels.

Campus Multimedia (CM) exists to support and improve school life for students, teachers, and school districts through strategic brand partnership programs that meet school needs. Its extensive network of 100,000+ school relationships creates an unparalleled impact for brands to step inside schools at scale with mutually beneficial goals. As the leader in school marketing execution, CM creates platforms for brands to achieve their goals and schools to receive resources. Learn more at campusmultimedia.com

ABOUT THE ROLE

Our Student Associate Program provides an opportunity for college students interested in the sports and entertainment industry to experience real-life job responsibilities in the field. Students will gain valuable experience working across our divisions and have a meaningful impact on our company's growth.

The Marketing Copywriter and Digital Content Strategist Student Associate is a valuable member of our fast-growing company. They will be responsible for writing compelling communications across email, web, print, social and other promotional materials while understanding various program goals. The Student Associate will be leveraged as an editor and tasked to develop content strategies for web and social channels. This role will work in the marketing team and will receive tasks and special projects assigned by the VP of Marketing. Student Associate responsibilities will include social media strategy, content creation, conducting research, copywriting, participating in internal meetings, and assisting the marketplace team wherever possible.

PRIMARY TASKS & RESPONSIBILITIES

- Ensure the company is delivering best-in-class output, functioning efficiently, and instilling a culture of excellence in all our communications
- Write copy for a variety of collateral including social, print, email, and web
- Provide thoughtful edits for campaign content across grass-root activation materials, print collateral, web, and direct mail
- Offer strategic input on blog writing, SEO strategy, and inbound lead development.
- Complete multiple writing task with high-quality communication skills on projects on schedule with short deadlines
- Drive brand consistency across all company communications
- Edit and proof work to ensure high editorial standards are met across all content outputs



- Create and maintain consistent social media content across accounts to engage with the audience and enhance brand presence.
- Collaborate with project management and production departments to ensure all program materials are delivered according to necessary specifications and client deadlines
- Other duties as assigned

CULTURAL FIT

Must embody Campus Multimedia values of I.M.P.A.C.T., which demonstrates our ability to deliver value to our customers, create measurable change in our industry and have a positive influence on our colleagues and partners:

Integrity – Do the right thing every time.
Modernization - Courageously pursue progress.
People First – Care big. Celebrate big.
Accountability – Proactively OWN IT!
Communication – Intentional Transparency
Teamwork – Together, Everyone Wins

QUALIFICATIONS

- Pursuing Bachelor's degree, preferably in Marketing, Communications, PR or other related field
- Growing interest in education, marketing and/or the K-12 industry.
- Extremely detail orientation with the ability to multi-task, organize and prioritize tasks
- Excellent communication skills with an ability to communicate effectively with senior level decision makers (written and verbally)
- Understanding of the importance of strong web design, copywriting, graphic design and marketing support software as they work together
- Ability to express individual ideas in team meetings for collaboration
- Ability to innovate strategically with an eye for detail
- Ability to conduct thoughtful interviews, organize thoughts, self-manage, stay flexible, positive, resourceful, and reliable
- Strong creative thinking skills and ability to think conceptually