

## **Job Descriptions – ApprenticeshipNC Marketing Team**

### **Design and Marketing Associate**

This position is a great opportunity to expand your portfolio. The Design and Marketing Associate will coordinate with a marketing team to create materials and initiate new marketing platforms that can be utilized by staff, educators, and businesses to promote customized training for employers and their employees in North Carolina. The Associate will develop designs and materials to be featured on websites, in videos and distributed through social media networks, email, online and print advertising campaigns and will make recommendations for research and resource investment. The Associate should be proficient in Microsoft Office and Adobe Creative Suite. The Design and Marketing Associate will report weekly to the Project Lead.

### **Content Creator**

The Content Creator will coordinate with a marketing team to develop content to promote customized training for employers and their employees in North Carolina. The Content Creator will ensure consistent language and messages are used throughout the marketing and outreach platform. The Content Creator will work with stakeholders and staff to promote events and to create, adapt and distribute content to federal, state, private and public stakeholders and the media. The Content Creator will act as writing lead for all marketing project materials. The Content Creator will report weekly to the Project Lead.

### **Copy Editor**

The Copy Editor will coordinate with a marketing team to finalize materials that promote customized training for employers and their employees in North Carolina. The Copy Editor will edit all written materials from the marketing team before published digitally or in print, including materials for social media, website, paid media, emails, stakeholder engagement, and printed promotional materials. The Copy Editor will work with the Content Creator to ensure consistent language and message through the marketing and outreach platform. The Copy Editor will report weekly to the Project Lead.