



EMORY

GOIZUETA
BUSINESS
SCHOOL

Marketing & Communications Fellowship for Full-time MBA Students

Are you the perfect mix of creative energy and project management skills to create and deliver successful storytelling that highlights the many incredible aspects of the MBA student experience at Emory? Do you think you have what it takes to help current students and faculty share their stories so that prospective students can view Emory through the eyes of those already here?

As part of this role, you will:

- Perform research, develop ideas, plan, and oversee creative endeavors that bolster our outreach program on multiple media outlets, including our social media channels, print material, email, and our blog
- Identify and assist current students and faculty in sharing their stories in relevant ways
- Recruit current students to be advocates and ambassadors
- Launch new social media campaigns on our social media channels
- Keep up with social media trends and assist the Marketing & Communications team in reaching our target audience with content that resonates with them

QUALITIES OF AN IDEAL CANDIDATE:

- A background in communications or marketing
- Strong oral and written communication skills
- Experience in digital marketing or social media
- Not afraid to jump in front of a camera and interview current students, faculty, and alumni
- Proven ability to manage multiple projects simultaneously in a fast-paced environment

In this role, you will report to Goizueta's Marketing & Communications team and collaborate with us on projects. Therefore, we do not require a minimum number of hours per week. Instead, we ask you to brainstorm ideas and develop a project plan with us, then execute those ideas based on the project plan we collectively outline.