



ART. MUSIC. FILM. DANCE. HERITAGE. #JERSEYCITY

SEASONAL EMPLOYMENT OPPORTUNITY: CITY OF JERSEY CITY - OFFICE OF CULTURAL AFFAIRS

The City of Jersey City's Office of Cultural Affairs is seeking seasonal part-time staff and interns for the 2016 Jersey City event season. The Office of Cultural Affairs produces annual and seasonal events that include the [Freedom & Fireworks Festival at Liberty State Park](#), the citywide [Jersey City Art & Studio Tour](#), Summerfest Music Series, Jazz For Lunch Music Series at J. Owen Grundy Pier, Movies In The Park, Community Events and more.

Location: City Hall, 280 Grove Street, Jersey City, NJ 07302

Seasonal Part-Time Hours:

15-25 hours per week with availability to work daytime. Evenings and weekend events will be required.

Job Title: Assistant Marketing Coordinator

Paid & Internship Opportunities Available

Office of Cultural Affairs staff members work on projects and programming that serve the art and cultural community in Jersey City. You'll have the opportunity to connect with your neighbors while promoting events that range in attendance from 100 to 100,000 specific to JC's arts, music, and cultural scene. Your insights and skills will help improve and expand upon our diverse range of community events and activities.

Ideal candidate will be a self-starter that can work both independently and in a team dynamic to turn ideas into action and make events more dynamic for our Jersey City community. S/he will possess a passion for bringing people together through Jersey City's arts, music, and cultural programming. S/he will be a critical thinker that can find creative solutions to issues as they arise.

Candidate must be a New Jersey resident and have availability to work evening and weekends. Valid driver's license and vehicle preferred, but not required.

Required Skills

- Ability to multi-task and assist on multiple concurrent projects
- Strong internet research capabilities
- Word processing, spreadsheet, and presentation preparation
- Excellent written communication and interpersonal skills
- Comprehensive knowledge of social media marketing best practices and content production on the Facebook, Twitter, and Instagram channels
- Strong organizational capabilities, both online and off

Preferred Skills

- Wordpress CMS experience
- Social media marketing analytic research, including capturing and analyzing social data/metrics and insights
- Experience in event promotion specific to visual and performing arts and/or community programming





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Bonus Points

- Experience in event promotion specific to visual and performing arts
- Experience with audio, visual, and multimedia components
- Volunteer experience for charitable causes
- Interest in design, photography, and visual art

Responsibilities

- [Office of Cultural Affairs website](#) management and content creation
- Assistance in event promotion efforts within online communities
- Distribution of event literature and promotional materials to storefronts and community bulletin boards
- Assistance in developing social media marketing content on Jersey City Art & Studio Tour (JCAST) channels, including but not limited to short video features, artist interviews, art event announcements, and JCAST marketing and promotion
- Ensuring Office of Cultural Affairs and JCAST email mailing lists are up-to-date with contact information collected with permission from events, permit forms, and other sources
- Assistance in market research, artist outreach, and branding for various Office of Cultural Affairs programs
- Organization and maintenance of Office of Cultural Affairs online databases, including photo cataloging and tagging
- Organization and maintenance of documentation files within the Office of Cultural Affairs
- Promotional material distribution and social media marketing on event days
- Assistance in weekly newsletter production, including content creation, proofreading, and distribution

Qualifications for Internship

- College student pursuing a Bachelors of Science or a Bachelors of Arts degree; Will consider other applicable degrees
- Prefer GPA of 3.0 or higher
- Prefer junior or senior, but will consider other class levels
- Interest in arts, culture, design, photography
- Strong communication and interpersonal skills
- Ability to work well with diverse groups of people
- Comfortable talking with and interacting with others

How To Apply

E-mail resume or CV in .pdf format to jcast@jcnj.org with the subject line: OCA 2016 - Assistant Marketing Coordinator. Please include in the body of your email the last three Jersey City arts, culture, or music events that you've attended or participated in and a short explanation of how your skill set will make the Office of Cultural Affairs' event programming more dynamic for the 2016 season. If you have a current visual resume of your work, including art or music, kindly include a link.

