



University City Science Center Job Posting: Digital Marketing Associate

The Digital Marketing Associate's primary responsibilities include supporting the Science Center's marketing strategy by overseeing website updates, managing social media and website analytics and designing and distributing its digital email communications including newsletters, events calendars and blog posts. The Digital Marketing Associate plays a pivotal role in the development and execution of Science Center marketing strategies. The Marketing Associate also is responsible for some graphic design projects that promote the Science Center and its programs, while ensuring they meet Science Center and uCity Square brand guidelines.

The Digital Marketing Associate has internal contacts with the entire administrative staff, Marketing/Community Engagement team, and program managers, and external contact with media outlets, business partners, government agencies and the community. The Marketing Associate is expected to work autonomously at times and exercise independent judgement. This position has access to sensitive UCSC, and some start-up company information and is expected to handle such information with integrity and professionalism. This position has occasional contact with the media, industry partners, local government officials, and members of the community and is expected to represent UCSC in a professional manner.

The Digital Marketing Associate will report to the Director, Marketing and participate in department/company activities as necessary.

Key responsibilities of this role include:

- Design and distribute all Science Center digital communications including newsletters, event information, and email communications
- Produce and distribute Science Center blog, adhering to biweekly production schedule
- Produce and distribute Science Center digital newsletter
- Monitor data analytics for media relations, social media and websites and prepare reports for senior management
- Assist with the development and distribution of calendars and other electronic marketing materials
- Design event flyers, announcements, ads and other graphics
- Support other marketing projects as needed
- Support marketing cross-functional and departmental efforts
- Regularly interact with external vendors, stakeholders and partners
- Participate in the grant proposal process as needed.

The successful candidate will have 1-3 years of experience in a marketing or communication role, preferably for a non-profit organization. A BA/BS degree from an accredited college or university in a Communication, Marketing, or other related field of study is required.

The Science Center offers a comprehensive employee benefit package which includes Medical, Dental, Short and Long-Term Disability, Flexible Spending, Life Insurance and 403(b) with a significant company match.

We are an Equal Opportunity Employer

Interested candidates should forward a resume and salary requirements to: Human Resources, University City Science Center 3675 Market Street, Suite 400 Philadelphia, PA 19104 or email resumes@sciencecenter.org.

About the Science Center

Located in the heart of uCity Square, the Science Center is a mission-driven nonprofit organization that catalyzes and connects innovation to entrepreneurship and technology commercialization. For 50+ years, the Science Center has supported startups, research, and economic development in the life sciences, healthcare, physical sciences, and emerging technology sectors. As a result, graduate firms and current residents of the Science Center's incubator support one out of every 100 jobs in the Greater Philadelphia region and drive \$13 billion in economic activity in the region annually. By providing resources and programming for any stage of a business's lifecycle, the Science Center helps scientists, entrepreneurs and innovators take their concepts from idea to IPO – and beyond.

For more information about the Science Center, go to www.sciencecenter.org