MARKETING FELLOW
Office of Marketing and Communications

Wofford College is a place where thought leads, where ideas are celebrated and problem solving is expected. Wofford invites applicants who are focused on student success and excited to join a community committed to preparing thought leaders.

Wofford College, established in 1854, is a four-year, residential liberal arts college located in Spartanburg, South Carolina. It offers 27 major fields of study to a student body of 1,803 undergraduates. Nationally known for the strength of its academic program, outstanding faculty, experiential learning opportunities and successful and supportive graduates, Wofford is recognized consistently as a "best value" and for its commitment to student success and accessibility for low- and middle-income students. The college community has 12 sororities and fraternities as well as 20 NCAA Division I athletics teams.

Position description

Interested in continuing your education in the field of marketing while working for Wofford College in support of enrollment, retention, academic, and philanthropy and engagement initiatives? The Office of Marketing and Communications is looking for a full-time MARKETING FELLOW (preferably from the Wofford College Class of 2024).

The Marketing Fellows position is designed to give recent graduates the opportunity to continue their education in the field of marketing while working for Wofford College in support of enrollment, retention, academic, and philanthropy and engagement initiatives. The duration of the fellowship (1 or 2 years) is negotiable, based on the fellow’s career trajectory and performance.

OMC manages the college’s marketing and communication strategies and is responsible for all aspects of creative services and photography; digital messaging (web, video and social media); features and publications; project management; internal, external and crisis communications; marketing and special projects. With supervision, marketing fellows will get experience in all areas but will focus on content creation (writing, videography, photography, design) for digital platforms and print outlets.

Hours of work performance are approximately 40 hours/week. Depending on activities and special events, evening and weekend hours may be required at times; otherwise, the normal work schedule is 8:30 a.m. to 5 p.m., Monday through Friday.

Qualifications and responsibilities
Marketing fellows should have a strong desire to learn and a commitment to professionalism. A basic understanding of introductory marketing and communications principles is helpful, but not required. Candidates should demonstrate effective written and verbal communications skills and be proficient in Microsoft Word and with social media platforms, primarily Instagram, TikTok, LinkedIn, Twitter and Facebook. Video, graphic design, photography or CMS (content management system) experience will be an asset. Key responsibilities, with supervision, include:

- Idea generation and project execution that reflects the college’s mission and core values.
- Content creation — long- and short-form — for all communications, marketing and social media platforms and both print and digital publications.
- Copy writing, editing and proofreading.
- Taking the initiative to learn and lead when feasible.
- Other duties as assigned.

Applicants should have strong organizational skills and be willing and able to juggle multiple projects and tasks. Applicants should be comfortable creating and editing content. Creative and critical thinking, problem solving, punctual attendance, expectations to learn quickly and thrive in a collaborative setting, along with the flexibility to adapt and provide other assistance to Team OMC and Wofford College as necessary, will be important for success in this role.

Preferably, applicants will be members of the Wofford College Class of 2024.

Apply

To apply, email cover letter, resume and at least three references to Marketing@wofford.edu.

EEO Statement

Wofford College values diversity within our students, faculty and staff and strives to recruit, develop and retain the most talented people. Wofford College does not discriminate in employment on the basis of race, color, creed, religion, sex, sexual orientation, transgender status, gender identity, age, national origin, disability, veteran status or any other legally protected status in accordance with applicable federal, state and local laws. For information about Wofford’s Title IX compliance, visit wofford.edu/administration/title-ix. It is the policy of Wofford College to provide reasonable accommodations for qualified individuals with disabilities for employment. If you require any accommodations to participate in any part of the hiring process, please contact HumanResources@Wofford.edu.