



## Who We Are

NewCity is a full-service interactive design agency specializing in responsive websites, apps, and campaigns for education, non-profit, and commercial clients. We're constantly seeking new challenges, and inspiration from one market often crosses over to the others.

Rather than having a user experience (UX) architect set the strategy and then hand it off to design, development and so on, NewCity brings people from each discipline together from the beginning to shape strategy. Working as a project team, each member has a greater sense of ownership, allowing the strategy to improve as we work from concept to completion.

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## The Job

Assist the Marketing Manager with various internal marketing responsibilities including:

- Assist in content marketing efforts by coordinating blog posts, case studies and newsletters Work with internal teams to brainstorm ideas for marketing pieces
- Manage social media accounts to market our white papers, upcoming events and sponsorships
- Use Google Analytics and other behavior tools to track/predict user behavior and make suggestions on our website
- Run competitive SEO site analyses and audits
- Track inbound lead contribution in NewCity's CRM
- Assist business development team with client pitch preparations
- Assist with coordinating marketing travel efforts

## Desired Experience

- Working toward a degree in Marketing, Business, Visual Arts or Communications
- Familiar with social media marketing and scheduling tools
- Familiar with email marketing and scheduling software such as Mailchimp or Campaign Monitor

- Ability to find relevant trends and make improvements based on statistical data
- Self-motivated and resourceful, with excellent attention to detail and the ability to effectively multi-task and prioritize in a deadline-driven atmosphere
- Excellent written and communication skills

## **Time Commitment**

Applicant must be available to work 10 hours a week for the duration of the spring semester.

## **Compensation**

Unpaid - Will work with department advisor for credit hours. (Option for paid summer internship if applicable.)

## **Location**

NewCity is located right in the middle of Downtown Blacksburg next to Mellow Mushroom and the municipal building. Convenient location allows you to walk to and from campus with ease or take the bus back home.

## **Ok Let's Do This!**

To Apply: Please send a resume, cover letter and/or portfolio to:  
**[hello@insidenewcity.com](mailto:hello@insidenewcity.com)**



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