



## **Marketing Associate**

Delaware Innovation Space seeks applicants for an exciting and challenging part-time position to support our organization. The position is up to 30 hours per week and the hourly rate will be commensurate with relevant experience.

### **BACKGROUND ON THE DELAWARE INNOVATION SPACE:**

Delaware Innovation Space is a multi-dimensional, non-profit incubator and accelerator for science start-ups. It is the result of a public-private partnership between the State of Delaware, DuPont and the University of Delaware. Delaware Innovation Space is an ecosystem located at the Experimental Station in Wilmington, Delaware where scientists, business leaders, community members, investors, and service providers in the industrial biotech, advanced materials, chemical ingredients, renewable energy, nutrition and healthcare fields can build business concepts together and accelerate the path to commercialization.

### **CONTEXT OF THE JOB:**

Under the direction of Delaware Innovation Space's Director of Business Development and Marketing, the Marketing Associate will support social media, design, and communications support for the Delaware Innovation Space. The Marketing Associate will also attend weekly meetings for various initiatives that the Delaware Innovation Space is working to execute.

### **MAJOR RESPONSIBILITIES:**

#### **Social Media**

Work with the Director of Business Development and Marketing to create original, engaging, and well-designed social media posts on any and all channels. Research competitors and community partner posts to ensure unique messaging. Engage with followers and respond to comments and questions under the direction of the Marketing Director. Recommend social media strategy, create and manage campaigns and sponsored ads, and design any and all creative assets for posting. Hubspot Social experience is required.

#### **Copywriting**

We are looking for a Marketing Associate who understands that engaging copy is essential to the strength of a brand. We are a hub for science entrepreneurs. While a science background is not

necessary, we encourage anyone with experience writing copy geared towards startups, entrepreneurs, investors, and coworking spaces. You will be asked to support not only our social media efforts, but our internal and external communications as well as our email marketing efforts and our soon-to-be-launched monthly newsletter.

### **Graphic Design**

Create assets for marketing materials, including print and digital, with a keen attention to detail combined with creativity and extensive experience with essential graphic design software (Adobe, Canva, etc.). Must have a design portfolio and examples from previous work to support application to the Delaware Innovation Space. You will be asked to assist with presentations and pitch decks, some of which will be reviewed and distributed to high net-worth individuals.

### **EDUCATION, EXPERIENCE AND ABILITIES:**

1. An enthusiasm for innovation and interest in the world of startups.
2. The ability to operationalize and execute plans independently, with limited guidance.
3. Excellent organizational skills with particular attention to detail.
4. Ability to work independently or within a team, anticipate issues and needs, and proactively seek resolutions while being resourceful.
5. Must have excellent oral, written, interpersonal, and communication skills.
6. Must have a portfolio that demonstrates examples of social media, graphic design, and copywriting work (actual work for an actual client is preferred, however, hypothetical examples will also be considered).
7. Mastery over creative software including Adobe Suite, as well as Canva.
8. Mastery over MS Office suite, HubSpot, Google Suite, Wordpress
9. Experience working with HubSpot marketing, specifically for social media campaigns and email marketing / newsletters.
10. Experience with Google Ads campaigns with examples of success stories is a plus

Qualified candidates please send your resume and cover letter plus link to portfolio to Mona Parikh: [mona@innovationspace.org](mailto:mona@innovationspace.org)

Salary range for this part-time position is \$25 - \$40 per hour, up to 30 hours per week, DOE.

This is a part-time position with no University of Delaware benefits.

Employment offers will be conditioned upon successful completion of a criminal background check. A conviction will not necessarily exclude you from employment.

The University of Delaware is an Equal Opportunity Employer which encourages applications from Minority Group

Members and Women. The University's Notice of Non-Discrimination can be found at <http://www.udel.edu/aboutus/legalnotices.html>