

Arizona Commission for Postsecondary Education (ACPE)

Part-Time Position (19 hours a week) | \$14-\$16 per hour

Arizona Family College Savings (529) Program (AFCSP) Social Media and Marketing Associate

About the ACPE: The Arizona Commission for Postsecondary Education (ACPE) is a state agency dedicated to expanding access and increasing success in postsecondary education for Arizonans. Important ACPE programs include the Arizona Family College Savings (529) Program (AFCSP) and the College & Career Goal Arizona programs (College Application Campaign, College Goal FAFSA and FAFSA Finish Line).

About the Arizona Family College Savings Program: The Arizona Family College Savings Program is a state sponsored 529 plan holding a \$1.3B in assets under management. The 529 Plan is designed to provide a parent, grandparent or future student an opportunity to save for educational expenses in a tax-deferred manner. The State of Arizona also provides an annual Arizona state income tax deduction for 529 plan contributions of up to \$2,000 for individual tax filers and up to \$4,000 for married couples filing jointly.

Position Objective: Through program preparation, marketing and promotion of the Arizona Family College Savings (529) Program (AFCSP), the Social Media and Marketing Associate has the opportunity to apply their marketing, communication, and design skills in a business.

Desired Skills and Qualifications

- Strong content writing skills
- Design of text and visual elements
- Graphic design skills (preferred)
- Experience with social media content and campaigns
- Ability to measure marketing outcomes
- Aptitude for online brand awareness and engagement
- Ability to work independently and collaboratively

Position Responsibilities/Key Duties:

- Manage ACPE social media outlets (Facebook, Twitter, etc.) to increase awareness and enrollment in the Arizona Family College Savings (529) Program.
- Create and update social media and mass communication content and maintain presence across all social media networks.
- Other duties/functions as assigned by Supervisor.

Job Functions:

- Assist in the development and implementation of email and social media campaigns.
- Provide monthly summary reports of social media trends and interactions.
- Perform research, update materials, and assist in the creation of new collateral materials as needed for the Arizona Family College Savings (529) Program.
- Enhance ACPE program materials based on prior year feedback.
- Create and maintain a social media and marketing handbook.
- Lead and collaborate on team projects.
- Collaborate with College & Career Goal Arizona Program Managers on social media projects as needed.