

Yale Schwarzman Center
Woodbridge Fellow Job Description
February 8, 2024

Yale Schwarzman Center offers its Woodbridge Fellow an exciting opportunity to join the staff of Yale's first-ever center for university life and the arts.

Opened to Yale students, faculty, and staff in September 2021, and to the public in November 2022, the Schwarzman Center draws together people from within and beyond the University, welcoming all into new and restored spaces for meeting, dining, and relaxing, with a multi-space, technology-enabled platform for thought-provoking arts programs throughout the year. The Schwarzman Center is committed to driving positive social change through collaboration, wellness, and belonging. We are building an anti-racist organization peopled by individuals who share and support this mission, and who reflect the diversity of the communities we serve.

The Schwarzman Center Woodbridge Fellow will report to the Center's Director of Marketing and Communications and will have opportunities to work with other staff including the Executive Director, Deputy Director, Associate Artistic Director, and others. The Schwarzman Center Fellow will support a broad range of activities, including internal and external marketing of the Center and its programs, institutional advancement, and special events. The Schwarzman Center Fellow will serve as a liaison between marketing and programming when relevant programs and projects arise. Fellows will complete the year having gained a strong understanding of the Schwarzman Center, its place within Yale, and the broader field of arts management, as well as the satisfaction of completing projects on which they have the primary responsibility.

Responsibilities include but are not limited to:

- Create compelling graphic designs for marketing collateral in accordance with Yale and Schwarzman Center branding guidelines
- Generate engaging content for the Schwarzman Center's social media channels
- Organize, staff, and manage communications for student focus groups and informational sessions
- Produce content and marketing collateral, including digital assets, and manage distribution via the Schwarzman Center website, social media accounts, and printed publications
- Create content and materials for the Schwarzman Center Program Committee and Advisory Board as appropriate
- Conduct research and create reports and presentations as needed
- Draft correspondence, press releases, agendas, and other announcements
- Draft and execute promotional campaigns around Schwarzman Center programs
- Aggregate and report marketing data such as Google Analytics, social media engagement, and other key performance indicators
- Occasional administrative tasks such as list maintenance and preparation, organizing supplies for meetings, set-up and take-down for meetings and smaller events

Skills and Abilities:

- Outstanding written communication skills
- Strong facility with multitasking, and meticulous attention to detail
- Exhibit a willingness to work on a variety of high-level projects to mundane office tasks
- Have well-developed interpersonal skills (specifically for hosting visitors, committees, etc.)
- Experience with website development/maintenance (Drupal-preferred), graphic design skills and video production (Adobe Creative Suite)
- Experience with Yale Connect a plus
- Fluency in at least one other language preferred

Additional Notes:

- Some after work and weekend hours required
- Graphic design portfolio requested with resume

