



# Join Our Team

## Deason Criminal Justice Reform Center



Dedman School of Law

## **Job Opportunity: Digital Marketing Assistant (Contractor)**

**Deason Criminal Justice Reform Center  
SMU Dedman School of Law**

The Digital Marketing Assistant (Contractor) will work closely with Communications Director to assist in the development and execution of a digital marketing strategy that promotes the Deason Center's work in transforming in the criminal legal system. This may include but will not be limited to:

- Crafting engaging social media content with sharp copy and compelling graphics
- Maintaining social media content schedule that grows audience and drives increased engagement
- Promoting Deason Center events and activities online and on social media to increase public participation and raise awareness of the Center
- Creating multiplatform marketing materials for Deason Center research projects
- Managing content for the Deason Center's website to ensure all content is current and in accordance with the Center's digital marketing strategy

A background in marketing, communications, public relations, or journalism is preferred. Candidates should have experience in digital content management, social media marketing, and have strong visual design skills. Problem solving skills, a keen eye for detail, and a passion for criminal justice reform are a plus.

Compensation: \$25/hour, estimated 10-15 hours/week

**To apply: Email resume, cover letter, and work samples to [bskiles@smu.edu](mailto:bskiles@smu.edu)**

**Questions? Email [bskiles@smu.edu](mailto:bskiles@smu.edu) for more information**