

Position Title: Digital Marketing Instructor

Position Type: Contract (July 12, 2022 - August 4, 2022)

Contract Rate: \$1250 total

Location: REMOTE, but hoping for NYC residents

Deadline to apply: Friday, June 3, 2022 but will be reviewing apps on a rolling basis!

About America On Tech:

[America On Tech](#) is an award-winning, early pipeline technology talent accelerator on a mission to decrease the racial wealth gap by creating pathways for underestimated students to thrive in technology and innovation. To date, we have worked with 3,500+ students by leveraging the time, talent and expertise of software engineers and technology professionals to teach our tuition-free courses and help provide work-based internship and learning programs to promote the advancement of underrepresented students into technology pathways. Founded in 2014, AOT's work has been featured in Forbes, CNN, The Huffington Post, TechCrunch, BET and other leading publications. AOT has also been awarded by Forbes 30 Under 30, Wells Fargo and the Brooklyn Borough President's Office.

Who We Are Looking For:

We are currently looking for an exciting and engaging **Digital Marketing** instructor to deliver the technical sessions of our summer program with the Boys' Club of New York. This program is a 3 day a week/4 week course in Digital Marketing that provides an introduction to the fundamentals of digital marketing and social media. This course examines social media management and various marketing channels such as social media marketing, content marketing, search engine marketing, newsletter marketing, contextual marketing, and influencer marketing. By the end of the course, students will demonstrate an understanding of basic marketing concepts and content marketing strategies through the completion of a final product pitch presentation during the end-of-program graduation.

Technical sessions are all held virtually over Zoom. This is a great opportunity for a career technologist looking to inspire the next generation of technology leaders. Successful candidates are solutions-oriented, data loving, entrepreneurial and passionate about education.

The Digital Marketing Instructor will report to the NY Program Director and work closely with the NY Program Team to ensure high-quality instruction.

Instructor Responsibilities:

- Attend two mandatory 1-hour onboarding sessions held on **Tuesday, June 28th from 6-7 PM EST** and **Tuesday, July 5th from 6-7 PM EST**
- Instruct all sessions of the AOT Digital Marketing curriculum on Tuesdays, Wednesdays, Thursdays from 1:00 PM - 3:00 PM EST
- Support Site Coordinator with assessment of student projects and assignments
- Work with NY Program Director and Site Coordinator to discuss curriculum adjustments, as needed
- Plan engaging activities that complement AOT curriculum and respond to student need
- Lead 12 Technical Sessions (Tuesdays, Wednesdays, Thursdays 1:00 - 3:00 PM EST):
 - Tues, July 12th, 2022
 - Wed July 13th, 2022
 - Thurs July 14th, 2022
 - Tues, July 19th, 2022
 - Wed, July 20th, 2022
 - Thurs, July 21st, 2022
 - Tues, July 26st, 2022
 - Wed, July 27th, 2022
 - Thurs, July 28th, 2022
 - Tues, August 2nd, 2022
 - Wed, August 3rd, 2022
 - Thurs, August 4th, 2022

Qualifications:

- Expertise and/or experience in Digital Marketing



We're Hiring: Digital Marketing Instructor

- Ability to explain Digital Marketing concepts in multiple ways
- Ability to pivot while facilitating a session
- Strong communication and facilitation skills with an eye for cultural competency
- Ability to collaborate and work effectively in a fast-paced team environment
- Proficiency in Google Suite (especially Google Docs, Google Slides, Google Sheets and Google Classroom)
- Experience teaching in front of a class of high school students is a PLUS!
- Experience with Salesforce is a PLUS!

Education:

- Relevant Bachelor's Degree

How to Apply:

Please submit your resume using this link: www.americaontech.org/digitalmarketinginstructor.html

All applicants will be considered. Only those selected for an interview will be contacted. AOT is an Equal Opportunity Employer and does not discriminate on the basis of race, color, gender, disability, age, religion, sexual orientation, or national or ethnic origin.