Alumni Relations, Alumni Travel Marketing Intern

The Alumni Relations team is charged with engaging BU’s 321,000 worldwide alumni. Alumni Travel Programs provide a specific opportunity to connect with alumni interested in learning about the world around them, connecting with alumni with similar interests, and re-engaging with the University. As an Alumni Relations intern, you will work with the Assistant Director of Alumni Relations on engagement strategy, communications and planning, and participant research.

Potential Responsibilities:

- Engagement strategy
  - consider target audience and event benefits
  - collaborate with team members managing events
  - collaborate with development team across the division
- Communications and marketing planning
  - draft email language, choose header images, and write social media posts
  - schedule email/print media/social media communications
  - create copy for social engagement (top five lists, packing hacks, etc.)
  - analyze effectiveness of various communications
- Participant Research
  - Analyze engagement metrics
  - Analyze past traveler demographics
  - Analyze success of marketing campaigns

Professional Growth and Development:

At the end of a semester-long internship, you can expect to leave the experience with a strong understanding of the following:

- Organizational skills
- Written and verbal communication with a variety of constituents
- Communications strategy
- How individual events fit within a larger engagement strategy
- Teamwork and collaboration within small and large teams
- Analytical skills
- Event planning