Marketing, Communications, & Social Media Intern

The Office of Student Programs & Leadership (OSPL) is seeking a reliable and enthusiastic student to work directly with the OSPL Program Coordinator, to assist in managing the College of Arts and Sciences social media accounts, designs promotional materials, and oversees all general marketing and communication efforts within OSPL. The goal of the Office is to expand our current efforts to reach a larger audience of students through advertisement and social media and we are seeking an individual that can bring innovative ideas to the table to contribute towards this goal.

Responsibilities will include:

- Working with the Program Coordinator to create and promote content for various social media outlets, such as Facebook, Instagram, & Twitter
- Designing the layout and content for the CAS Newsletter via MailChimp
- Design and edit promotional materials for events via Adobe Creative Cloud Projects
- Managing content displayed on our digital screen
- Daily monitoring of social media accounts and scheduling posts for future publishing
- Working with the Program Coordinator to design and manage OSPL’s website via WordPress
- Attend specific events put on by OSPL to document the events and upload photos to social media
- Brainstorm potential campaigns and contribute innovative ideas on how the office can improve marketing and communication efforts
- Assist in the execution and distribution of promotional materials

Requirements:

- Detail-oriented
- Savvy in graphic design for use on digital and printed materials
- An interest in social media
- Ability to meet deadlines
- Responsible and trustworthy

What you will gain from this experience:

- Organizational and time management skills
- Written and verbal communication skills, including proofreading and editing skills
- Greater experience in using various Adobe Creative Cloud products, such as Photoshop and Illustrator
- Networking opportunities with professionals at Boston University
- Proficiency on various social media platforms
- Leadership and project management skills
A basic understanding on the processes behind marketing and communication in a higher education setting
- Attention to detail
- Teamwork and collaboration skills
- An opportunity to be a creative individual and develop talents in a professional setting

**Hours:**

An intern will work 6-7 hours per week, which will consist of a combination of working in the OSPL office during regular business hours and the occasional evening/weekend hours to document events.