Marketing & Communications Intern
BU College of Engineering Career Development Office

Office Overview:
The ENG Career Development Office (CDO) provides career advising, events, and online resources to support the professional development of graduate and undergraduate students at the College of Engineering. The office helps students identify their career goals, gain the skills needed to effectively pursue them, and connect with alumni and employers.

Position Description:
The Marketing & Communications Intern will work closely with the Assistant Director to design and publish promotional materials for the office’s events, programs, and special employment opportunities.

Responsibilities:
• Create eye-catching graphics for weekly newsletters, email campaigns, print flyers, social media posts, etc.
• Write content (short descriptions) that align with created graphics
• Collect and analyze open rates and click-data from email and social media promos
• Generate new ideas based on data insights and from peer career offices
• Help Assistant Director develop new marketing and communication plan
• Take feedback from Assistant Director and make changes to projects as necessary
• Complete projects according to weekly deadlines
• Learn and adhere to university brand guidelines

Candidate Requirements:
• Ability to generate new and creative ideas
• Excited by branding and graphic creation
• Keen eye for detail and sense of style, in word and image
• Ability to take direction and work independently
• Ability to meet project deadlines
• Experience using digital media software and social media platforms is a plus

Benefits:
• Build your resume and portfolio
• Receive training and mentorship from a successful career development professional
• Gain access to CDO services and programs for your own career development

Time Commitment:
The intern will work 6-7 hours per week. The ENG Career Development Office is open Monday through Friday, 9am – 5pm, however, work outside of general office hours may be available