CGS Marketing & Communications Intern

The College of General Studies (CGS) is a two-year, liberal arts college at BU, serving freshmen and sophomore students. As an intern, you will work directly with the Communications Coordinator, who manages the internal and external marketing and communications efforts at CGS. Depending on the skills and interest areas of the intern, this experience can center on one or more of the areas listed below.

Potential Responsibilities:

• Website Management:
  o Assist in content development (text and visual) for CGS’s internal- and external-facing sites
  o Create mockups for web updates (creative and copy), and support with page updates
  o Assist in managing the CGS online calendar
  o Monitor and analyze web traffic

• Social Media Management:
  o Draft social media content in line with the CGS social media strategy
  o Support on content execution, both in real-time and using Hootsuite
  o Brainstorm potential social campaigns that align with the CGS Communications Plan
  o Monitor conversation on social channels, serve as community manager when necessary
  o Analyze data to inform future efforts

• Event Promotion:
  o Draft and develop event signage (in some cases, working with CGS faculty or staff)
  o Create event promotion plan
  o Support on execution/distribution of materials

• Public Relations and General Marketing:
  o Draft CGS news posts
  o Capture efforts of CGS community on CGS website and other owned communication channels
  o Pitch BU Today and other media outlets (as appropriate) in effort to secure coverage
  o Develop print collateral

Professional Growth and Development:

No matter what area(s) the intern directly supports, he/she can expect to leave the experience with a stronger understanding or ability for the following:

• The process behind integrated marketing and communications efforts
• Project management skills
• Verbal and written communication skills
• Organizational skills
• Familiarity with social networking sites
• Internet research skills (e.g., benchmark peer marketing efforts)
• Attention to detail
• Proficiency in Microsoft Suite Office (Word, Powerpoint, Excel) to support on materials development

How to Apply

Please apply online at http://www.bu.edu/casprograms/programs/internships