BU Admissions Social Media, Marketing, and Communications Internship Opportunity

Boston University Undergraduate Admissions is seeking a detail-oriented and enthusiastic student who is interested in communications, marketing, or journalism to support the Marketing and Communications team within our department.

The Undergraduate Admissions Marketing and Communications team consists of five professionals who support the University’s mission to recruit and enroll high achieving students for Boston University. Last year alone we received 54,767 applications for an incoming class of just 3,600 students. This is a wonderful way to support your University while also gaining relevant work experience.

Your work will focus primarily on research that will support digital and social media efforts across several platforms, targeting prospective students and families.

Internship tasks will include:
• Daily monitoring of higher education news outlets to disseminate newsworthy topics to the team
• Working with the Digital Media Manager to create and coordinate content for social media outlets such as Instagram, Twitter, and Facebook
• Shadowing employees at the admissions reception center to learn more about the admissions process
• Proofreading and editing materials as needed
• Interviewing current students or attending events at BU to develop stories for digital content
• Researching and selecting new photos for social media and web purposes
• Attending marketing-related meetings, if schedule allows (Marketing Group, Creative Services, Yield Committee, etc.) to observe and take meeting minutes for the ADM Marketing team
• Other marketing-related tasks as needed

Requirements
• An interest in social media and digital content
• Detail-oriented
• Ability to meet deadlines consistently
• Ability to coordinate with students and departments across the university
• Willingness to help out as needed

What you will gain from this experience:
• A basic understanding of marketing and communications in a higher education setting
• Project management, proofreading, and editing skills
• Networking opportunities with communications professionals at BU
• An ability to identify key messages based on unique audiences
• Verbal and written communication skills
• Organizational skills
• Proficiency in multiple social media platforms (Sprinklr, Facebook, Twitter, Instagram, Tumblr)

Hours:
The hours for this internship are flexible, and up to 6-10 hours per week during the spring 2016 semester. We will work with you to accommodate the times you are available Monday through Friday between 9 a.m. and 5 p.m. We are located on campus, 881 Commonwealth Avenue, near the Agganis Arena.