

BU Admissions 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 & Communications team within our department.

The Undergraduate Admissions Marketing and Communications team consists of six professionals who support the University's mission to recruit and enroll high achieving students for Boston University. Last year alone we received 64,000+ applications for an incoming class of just 3,300 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 annual print publications, targeting prospective students and families, as well as digital and social media projects across several platforms.

Tasks will include:

- Discussing and researching branding and messaging for BU Admissions
- Shadowing employees to learn more about the admissions process
- Proofreading, fact checking, and editing materials as needed
- Researching competitor schools' website and publications
- Tracking emails and publications weekly from competitors
- Updating websites or occasionally assisting in social media efforts (however, please note, this is *not* a social media internship)
- Interviewing current students at BU to develop stories for publications, email, or web content
- Researching and selecting new photos for publications and web purposes
- Attending marketing-related meetings (Marketing Group, Creative Services, Yield Committee, etc.) to observe and provide input for the ADM Marketing team
- Other marketing-related tasks as needed

Requirements:

- An interest in marketing, communications, public relations, or journalism
- 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

Hours:

Interns are expected to work approximately 6 hours per week during the semester. Occasional emails will be sent outside of your scheduled hours to keep ongoing projects moving, but you will not be expected to complete much work outside of the office. 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 at 881 Commonwealth Avenue, 6th Floor (near FitRec).