

## **BU Center for Career Development Marketing and Communications Internship**

The Boston University Center for Career Development (CCD) seeks to educate and empower students and alumni to make informed decisions regarding their academic and career development. Through comprehensive and innovative career programming and resources, the CCD helps prepare and position students and alumni for the diverse, competitive, and global job market.

While we regularly review marketing impact, we would like to further understand how students prefer to be communicated with through market research, analytics, and more.

We are looking for a self-motivated student who wants to hone their marketing/communications, research, social media, graphic design, writing/editing, and project management skills in a higher education setting.

Internship tasks will include:

- Developing an understanding of the CCD's mission, current resources/offerings, existing partnerships, and outreach efforts
- Meeting with each of the four CCD teams to understand the department's organizational structure
- Contributing to long-term projects for improving CCD communications outcomes
- Reviewing current marketing, email communication, social media posts, etc., and presenting recommendations for student-focused communication
- Participating in other daily operations and events (i.e., attending CCD workshops, career fairs, employer information sessions, etc.)
- Contributing to ongoing projects including employer and student videos, blog posts on topics relevant to career development, images and posters for marketing efforts,

Candidate requirements:

- Excellent written and oral communication skills
- Strong organizational skills and attention to detail
- Excellent time-management skills and ability to meet project deadlines
- Creative and collaborative problem solving
- Microsoft Office proficiency
- Experience with data analysis preferred

Benefits of the internship experience include:

- A basic understanding of career services in higher education
- An understanding of strategic marketing and communication practices
- Participation in CCD programs and resources to further intern's own career development
- Collaboration with CCD teams (counseling & programs, employer relations, marketing & communications, and student outreach)
- Exercising communication, research, presentation, and analytical skills
- An opportunity to provide input about ways to better connect students with the CCD's events, programs, services, and resources
- Real-world work experience in an office environment

Hours of Internship:

The CCD's hours of operation are Monday-Thursday 9am-7pm and Friday 9am-5pm. Each week within that timeframe, the CCD intern's 6-10 hours will follow a set schedule that will accommodate his/her other academic commitments. The CCD is located on the fifth and sixth floors of the Yawkey Center for Student Services at 100 Bay State Road.