



## **Marketing, Communications, & Social Media Intern**

The Office of Student Programs & Leadership (OSPL) is seeking a reliable and enthusiastic student to fill an internship position working directly with the Program Coordinator, who manages the CAS social media accounts, designs promotional materials, and oversees all general marketing and communication efforts within OSPL. The goal of the Office is to expand our current efforts to reach a larger audience of students through advertisement and social media and we are seeking an individual that can bring innovative ideas to the table to contribute towards this goal.

### **Responsibilities will include:**

- Working with the Program Coordinator to create and promote content for various social media outlets, such as Facebook, Instagram, & Twitter
- Managing the development of the bi-weekly CAS Newsletter and interviewing CAS students to be featured in the "Humans of CAS" column of the newsletter
- Managing content displayed on our digital screen
- Daily monitoring of social media accounts and scheduling posts for future publishing
- Working with the Program Coordinator to design and manage OSPL's website via WordPress
- Design and edit promotional materials for events via Adobe Creative Cloud Projects
- Schedule posts and monitor and analyze traffic on social media (via Sprinklr) and the OSPL website
- Attend specific events put on by OSPL to document the events and upload photos to social media
- Brainstorm potential campaigns and contribute innovative ideas on how the office can improve marketing and communication efforts
- Assist in the execution and distribution of promotional materials

### **Requirements:**

- Detail-oriented
- Ability to meet deadlines
- Responsible and trustworthy
- An interest in social media and/or graphic design

### **What you will gain from this experience:**

- Organizational and time management skills
- Written and verbal communication skills, including proofreading and editing skills
- Experience and understanding of various Adobe Creative Cloud products, such as Photoshop and Illustrator
- A basic understanding of how to navigate and use WordPress and Sprinklr
- Networking opportunities with professionals at Boston university
- Proficiency on various social media platforms
- Leadership and project management skills
- A basic understanding on the processes behind marketing and communication in a higher education setting
- Attention to detail
- Teamwork and collaboration skills
- An opportunity to be a creative individual and develop talents in a professional setting

### **Hours:**

Hours are flexible, up to 6-10 hours per week during the Spring 2016 semester. Our office is located on the 4<sup>th</sup> floor of 100 Bay State Rd.