



Job Description - **Field Marketing Interns (FMI)**

There is a position for this role available within the teams at Marciano Commons, West Campus, Warren Towers, the GSU, Catering, Retail and Fuller's Pub. To apply for the Fuller's pub position, you must be 21+. Please indicate any or all locations you would like to apply for. To apply, send a resume and portfolio of relevant work samples to the hiring manager, Laurel O'Keefe, at lokeefe1@bu.edu with the subject "Field Marketing Manager Application."

Applications submitted without a portfolio of relevant work samples attached will not be considered.

Postholder	Boston University Dining Services
Post Title	Field Marketing Interns (FMI)
Postholder Reports to	Boston University Dining Services: Marketing Laurel O'Keefe (Marketing Manager) On-site Supervisor
Role Summary	The student will support the student food service by gathering customer feedback, ensuring effective communication, and engaging the student body through various activities. They will conduct VOC surveys, perform signage audits, provide event coverage, lead engagement initiatives, and capture photo and video content for review to enhance the overall experience and visibility of food service programs.
Role Requirements	Minimum Qualifications ● Currently enrolled as an undergraduate student at Boston University ● Able to commit to 16–20 hours per week, including some evening or weekend events ● Strong written and verbal communication skills ● Outgoing, approachable, and comfortable initiating conversations with students and staff ● Detail-oriented and organized, with ability to manage tasks independently ● Basic photography and video skills using a smartphone or camera ● Ability to take initiative and problem-solve in real time ● Comfortable using or learning digital tools like Microsoft Teams, Canva, Smartsheet, or Google Drive ● Physically able to walk around dining areas, carry light materials, and move signage/displays ● Reliable, punctual, and professional Preferred Qualifications ● Experience in marketing, communications, event planning, or social media ● Familiarity with your campus dining services or a passion for food and student life

	● Graphic design or content creation skills (Canva, CapCut, etc.) ● Knowledge of customer service principles or past hospitality/retail experience ● Interest in storytelling, community engagement, or consumer research
Responsibilities	As a Field Marketing Intern, you will support your campus dining location by helping to enhance communication, gather real-time feedback, and engage the student community. In this role, you will demonstrate key professional skills, including collaboration, creativity, and initiative. Your responsibilities will include: ● Conducting weekly Voice of the Customer (VOC) surveys to gather student feedback ● Performing signage audits to ensure accurate and effective messaging ● Providing on-the-ground event coverage and support ● Leading engagement activities (e.g., <i>Sweet to Serve You</i>, tabling, giveaways) ● Capturing high-quality photo and video content for marketing use ● Collaborating with operations and marketing teams to support dining program goals



Boston University Dining Services

Job Description - BU Dining Social Media Intern

There are three (3) vacancies for this role. Each year we receive hundreds of applications so please present your best work samples and relevant experience. *Applications submitted without a portfolio of relevant work samples will not be considered.*

To apply, send a resume and portfolio of relevant work samples to the hiring manager, Laurel O'Keefe, at lokeefe1@bu.edu with the subject "Social Media Intern Application."

Postholder	Boston University Dining Services
Post Title	BU Dining Marketing Internship (Social Media)
Postholder Reports to	Boston University Dining Services: Marketing Laurel O'Keefe (Marketing Manager) Lynn Cody (Director of Marketing)
Role Summary	BU Dining Services is looking for creative, outgoing, and social media-savvy students to join our team as Content Marketing Interns. In this role, you will be the face and voice of BU Dining on platforms like Instagram, TikTok, and Facebook. You'll capture and create engaging content that highlights the dining experience on campus, including food features, events, sustainability efforts, and student life. Ideal candidates are passionate about storytelling, have strong visual and editing skills, and are comfortable being on camera and interacting with fellow students.
Role Requirements	Minimum Qualifications ● Currently enrolled as an undergraduate student at Boston University ● Able to commit to 12–20 hours per week, including some evening or weekend events ● Comfortable appearing on camera and representing BU Dining in videos ● Strong written and verbal communication skills ● Outgoing, creative, and confident engaging with fellow students ● Skilled in photography and video using a smartphone or camera ● Experience posting on social media platforms such as Instagram, TikTok, and Facebook ● Ability to take initiative, meet deadlines, and manage content independently ● Comfortable using or learning tools like Canva, Google Drive, and Microsoft Teams ● Reliable, punctual, and professional Preferred Qualifications

	● Experience in social media content creation, digital marketing, or photography ● Familiarity with BU Dining locations, programs, or a passion for food and student life ● Video editing skills using CapCut, InShot, or other mobile-friendly apps ● Basic graphic design or branding experience using Canva or Adobe Express ● Understanding of current social media trends, sounds, and engagement strategies ● Interest in marketing, communications, influencer culture, or visual storytelling
Responsibilities	As a Social Media Intern, you will support your campus dining location by helping to enhance communication, produce social media content and engage the student community. In this role, you will demonstrate key professional skills, including collaboration, creativity, and initiative. Your responsibilities will include: ● Capture photo and video content across campus dining locations and events ● Edit and publish content for BU Dining's social media platforms ● Appear in videos and on-camera segments as a brand representative ● Engage with students in real life to generate ideas and collect feedback ● Stay on top of social media trends to keep content fresh and relevant ● Assist in writing captions, creating stories, and scheduling posts ● Use tools like Canva to design graphics and branded content ● Collaborate with the marketing team on campaigns and content calendars ● Track performance of posts and recommend improvements based on analytics

This job description may be amended at any time in consultation with the postholder. It is subject to annual review at the request of the BU Dining Services Office or post holder.



Job Descriptions for **On-Site Managers** and **FMI / Marketing Interns**
As well as difference in responsibility

	Field Marketing Interns (FMI)	Social Media Intern
Conducting VOC Surveys	X	<i>Unless given special direction by the marketing office</i>
Performing Signage Audits	X	<i>Unless given special direction by the marketing office</i>
Providing Event Coverage	X	X
Leading Engagement Activities	X	X
Capturing Photo and Videos	X	X
Creating & Managing Content for Social Media		X
Scheduling & Publishing Social Media Posts		X
Engaging with Social Media Community		X
Creating Creative Campaigns for Social Media		X
Managing Regular Content Creation & Publishing		X
Attending & Covering On-Campus Events	X	<i>Unless given special direction by the marketing office</i>
Creative Problem-Solving for Social Media		X
Adapting to New Social Media Trends		X
Collaborating with Team on Social Media Strategy		X