

# **MARKETING INTERN**

## **POSITION DESCRIPTION**

As a member of the Student Leadership and Development (SLD) staff, the Marketing Intern will work closely with the professional staff in developing meaningful experiences that complement the SLD mission as well as personal, academic, and professional goals in the intern's educational program. The SLD internship experience offers experiential learning opportunities in a supportive environment in areas such as promoting events, designing the SLD website, social media, and program support with the opportunity to expand into other areas of Student Leadership and Development. The internship requires an average of 20 hours of per week, which may include evening and weekend responsibilities.

\*\* This position will be paid \$16 an hour throughout the 21-22 academic year.

### **Position Responsibilities**

- Work collaboratively with the Director for Student Leadership and Development and within the university community to plan and implement a marketing strategy to create a welcoming and engaging environment that encourages involvement of students and student leaders into campus life.
- Maintain relationships with all SLD staff and provide marketing support for their roles as necessary.
- Design on-line and physical pamphlets about each area in SLD (Orientation and Transition, Student Organizations and Fraternity/Sorority Life, Leadership Programs, and Student Engagement).
- Redesign and update the SLD website adding department information and details as needed.
- Serve as point for social media marketing for the department.
- Create innovative advertising designs to market all SLD Programs to students via posting on WarriorHub, social media, website, and other mediums.
- Edit and update the annual New Student Orientation Student Guide and Academic Planner via InDesign and work with the Orientation and Transition Coordinator to send it out to bid.
- Develop a photo gallery by taking pictures at all SLD major events to utilize for marketing purposes.
- Attend training in InDesign, Drupal, Publisher, Canva, and other platforms that will increase proficiency in marketing SLD programs and events
- Work with the University Communications staff on projects and marketing as needed.
- Meet regularly with supervisor to identify weekly projects and that internship goals are being met.
- Assist in collecting data during SLD events and programs that will help inform future SLD initiatives.
- Research other colleges and universities and keep up with trends in student organizations
- Assist SLD team with preparation and implementation of various events and programs throughout the year.

### **Preferred Skills and Qualifications:**

- Enrollment at Stanislaus State
- Experience working with InDesign, Canva, Publisher, Drupal, etc.
- Ability to work with a diverse student and administrative customer base
- Strong ability to work with and contribute to the team
- Outstanding interpersonal skills
- Excellent decision-making and time management skills
- Dependability, punctuality, honesty, and integrity
- Ability to function well under pressure and in a fast paced office environment
- Ability to prioritize work, manage time and multi-task appropriately
- Effective customer relations and communication skills
- Willingness to work evening and weekend hours