

INTERN – MARKETING AND ENGAGEMENT

JOB SUMMARY: The Marketing and Engagement intern will play a key role in cultivating the Student Center’s relationship with the greater Temple community and promoting the Student Center’s brand identity. He/she will work closely with the Associate Director to develop programs/activities that will create partnerships with other university departments, provide student employees with civic service opportunities, promote the Student Center as a “community within a campus”, and complement the academic mission by engaging students in out-of-classroom learning.

Supervision: This position reports directly to the Associate Director. Cross supervision is provided by other full time staff.

SCHEDULE: This position requires availability between 8:30 am – 5 pm on weekdays. Typically, the Marketing Intern will receive 15-20 hours per week and will work no more than 30 hours unless special notice has been given. At no time should any student staff member work overtime without prior approval from the direct supervisor. This is a one year appointment.

Responsibilities include, but are not limited to:

- Chair the MEC committee (Marketing and Engagement Committee)
- Increase social media presence including but not limited to Facebook, Twitter, and Instagram
- Weekly updates to the Student Center social media sites
- Attend bi-weekly meetings with Main Campus Program Board
- Plan and execute at least one Student Center branding event a month
- Plan and execute bi-weekly marketing events for The Reel Cinema (as applicable)
- Develop and maintain archive of Student Center merchandise, literature, photos, documents, etc.
- Plan and execute at least one social gathering a month for the department (virtual or in-person, as restrictions permit)
- Organize team-based projects that enliven the building’s atmosphere and promote a spirit of community and pride among student employees
- Attend mandatory meetings, trainings, events, and complete in-service curriculum requirements
- Perform other duties as assigned

Qualifications:

- A cumulative and term GPA of 2.5 or better at the time of application. A per semester GPA of 2.5 or better must be maintained throughout employment.
- Proficiency in Microsoft Office and Social Media applications
- Working knowledge of Adobe Creative suite or comparable desktop publishing applications
- Demonstrated ability to multi-task and work independently
- Demonstrated organizational skills and attention to detail