



Marketing & Social Media Intern

Position Overview

- Unpaid
- Approximately 10 - 12 hours per week (flexible)
- Fall or Spring: Start date is first week of class and end date is last week of class
- Summer: State date and end date is flexible
- Between the hours of 8a - 5p, M-F, with occasional after hours work

Required Skills

- Strong computer skills
- Strong written communication skills
- Organization
- Ability to multitask
- Ability to work independently with minimal supervision
- Project management skills
- Public Speaking
- Study abroad experience

Preferred Skills

- Graphic design abilities (e.g. working in Canva, Photoshop, etc.)
- Social media management experience
- Familiarity with online platforms (MailChimp, Canva)
- Experience editing website content (Drupal)
- Strong Microsoft Office (Word, Excel, PPT) skills or the Google equivalents (docs, sheets, slides)

Responsibilities

Marketing & Communication

- Design aesthetic graphics in Canva or photoshop to promote OEA programming which will be used on OEA website, social media and newsletters
- Create Study Abroad Interest, Study Abroad Alumni and Peer Advisor Newsletter (each sent bi-weekly) using pre-made templates by importing graphics and developing content, which consists of information regarding OEA programming events, updates, student testimonials, etc.
- Develop social media plan to post during peak hours using aesthetic photos submitted by study abroad alumni or graphics that are designed to promote OEA programming
- Help oversee targeted marketing campaigns for specific OEA programming such as the study abroad fair, Know Before You Go workshop series, etc.

On-Campus Promotion

- Deliver classroom presentations using pre-made agenda by OEA staff to describe Steps to Studying Abroad & debunking common study abroad myths (typically 4 - 45 minutes)
- Staff tables on campus and/or during other department resource fairs to give basic information to interested students on steps to studying abroad

Miscellaneous Duties

- May assist with special projects, including but not limited to, study abroad fair preparation, faculty-led program administrative tasks, and more
- OEA website content management
- May assist with administrative duties such as answering phone calls and front desk inquiries
- May assist with presenting at the Pre-Departure Orientation or other OEA programming
- Other duties as assigned