



2017-2018 Marketing and Communications Internship

Intern Supervisor:

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Start Date: As soon as possible

Hours Per Week: Flexible, 8 - 15

Internship Type: Unpaid

Intern Goal:

Gain social media management, marketing and advertising experience by furthering the High Country 365 brand. Gain experience using Wordpress, MailChimp, QuickBooks, and popular social media platforms.

Expectations:

- Act in a professional manner at all times when representing the High Country 365 brand - inside and outside the office.
- Submit to us a semester-long project that will help to further the High Country 365 brand. This is flexible.

Examples:

- Create social media strategy for gaining more followers
- Create Innovative ways to engage the community and document the success or lack of using analytics
- Develop/implement a strategy to assist with dining card, website or newsletter sales
- Strategize a plan to make High Country 365 more active on the Appalachian State Campus.

Weekly Activities Could Include:

- Curating Content for Blog Posts, Social Media and the Newsletter
- Finding and adding quality events to the monthly calendar
- Managing our directory listings on the website
- Participate in other projects that are given such as creating simple advertisements for the newsletter, participating in sales and more.

High Country 365 Goal:

Be a guide to the High Country for locals, App State students and visitors alike by offering quality content, and a carefully curated calendar of events that helps to promote local businesses while offering an enriching experience for our followers.

High Country 365 Products and Services:

- www.HighCountry365.com
- High Country 365 Newsletter
- High Country 365 Super Saver
- High Country 365 Dining Pass
- Social Media Engagement: Facebook, Twitter, Google+, YouTube, Pinterest, Instagram