

Counseling & Psychological Services Center



We are excited about the possibility of having a Communication Intern join our team at the Counseling and Psychological Services Center. The Communication Intern will work with the Counseling Center team to:

- Develop strategies to increase the Counseling Center's social media presence.
- Develop a social media calendar and implement a social media campaign that engages students while informing campus of the array of Counseling Center services and programs available to students.
- Develop and integrate a comprehensive campaign (social media, print, radio, etc.) that provides accurate information about the Counseling Center and mental health, promotes a campus culture of positive mental health and self-care practices, and works to de-stigmatize mental health.
- Develop a social media strategy and campaign to assist with the rollout of our newest service for students, ThrivingCampus.
- Assist with ongoing review and idea generation for the continued evolution of the Counseling Center website to maximize appeal and usefulness for students, faculty, staff, and parents.

Qualifications:

- Interest and experience in the field of communications, specifically public relations.
- Interest and experience in Digital Content Creation and implementation of campaigns.
- Ability to communicate new ideas, work with others to develop ideas, and take initiative to implement.
- Skills in writing in a professional format for contenting news organizations.
- Strong organizational skills and communication skills.
- Ability and desire to work as part of a team.
- Appreciation for college student mental health and the services provided by the Counseling Center.
- Appreciation for diversity and all of the cultures and identities of our students.

To Apply:

Please send a letter of interest and resume to Chris Hogan at hogancj@appstate.edu. Interested applicants with questions or interested in further information may contact Chris Hogan at the above e-mail or 828-262-3180.

About the Counseling and Psychological Services Center:

Embracing the dignity and diversity of all, our mission is to assist students to navigate personal challenges, develop skills, understand themselves, and acquire knowledge and attitudes to maximize their academic, vocational, emotional, social, and cultural development. We accomplish this by providing direct clinical services, consultation, education and prevention programming, collaboration with campus partners, and training to the entire Appalachian community.

For more information on the Counseling and Psychological Services Center, please visit counseling.appstate.edu

A special thank you to Dr. Melissa Adams and her Public Relations Campaign classes in the Fall of 2020 for their hard work and creative ideas to assist the Counseling Center in considering communication strategies and developing plans for an internship. We are very appreciative of the class groups “App State’s Finest,” “Scallywags,” “PR Gals,” “PROfessionals,” and “Quaranteam.” Thank you!