Student Internship

The Enrollment Communication Student Intern is supervised by the Director of Enrollment Communications and will work closely with the key offices within Enrollment Management to support the office needs, specifically working with all admissions specific social channels and recruitment communications.

**Minimum Qualifications:**
- Experience with social platforms, including Facebook, Instagram, Twitter and YouTube
- Interest/experience in producing creative and bold content for social media and other channels as it fits
- Demonstrated writing and editing ability for different social platforms
- Photography and Videography familiarity for social platforms
- Strong written and oral communication skills
- Time Management and organizational skills

**Preferred Qualifications:**
- Knowledge of social media management and monitoring tools (HootSuite, Later, Agora etc.)
- Familiarity with basic design software (Canva)
- Familiarity with video and photo editing software
- Demonstrated leadership experience in a job or educational setting

**Responsibilities:**
- Implement social strategies for the Enrollment Management admission accounts
- Create content for the social platforms via photos and videos
- Monitor engagement through built-in analytics and/or an outside tracking platform to analyze effectiveness
- Post as needed to the closed groups
- Review and edit social requests from the team and other students
- Independently conduct research on social media trends as needed
- Create and facilitate social campaigns on all channels
- Attend occasional Admissions events to collect content for the social platforms
- Provide support for any live social events
- Create/support social calendars and schedules
- Create Scala (digital signage) slides for Enrollment Management
- Support other communication strategies by providing student focused content when needed

**Benefits:** Our interns will develop skills such as: social media and content strategy, communication planning across multiple channels, project management, and more.

**Pay Range:** $12-$15 an hour based on experience

**Schedule:** Flexible Schedule of 10-12 hours per week

**Location:** Predominantly in office/on-campus, hybrid/remote flexibility available depending on the projects

**Deadline to apply:** October 28, 2022

*For questions, contact Bailey Hostetter at hostetterbs@appstate.edu*