

Graphic Design & Social Media Intern

Community-Engaged Leadership, Appalachian State University

Location: PSU 134

Supervisor: Carly May, Assistant Director for Community Engagement

We encourage all applicants to apply. Those that qualify for the Federal Work Study program would be awarded through the Office of Financial Aid and should also apply through [Handshake](#)

The purpose of the Graphic Design & Social Media Intern position is to support the mission of Community-Engaged Leadership by designing and marketing programs and office initiatives. This position will work closely with staff and student leaders to create and share content for online channels and printed materials. This position will work 5-10 hours each week depending on need and current project demand.

About Community-Engaged Leadership: Community-Engaged Leadership (CEL) is a newly formed office (previously known as ACT & LEAD) in the Division of Student Affairs and is located in the Plemmons Student Union. CEL is guided by the following statements:

Mission: Community-Engaged Leadership engages students in academic, experiential, and community-centered programs to understand and enhance their capacity to act and lead in socially-responsible ways.

Vision: Community-Engaged Leadership aims to create a world of socially responsible leaders engaged in just and thriving communities.

Values: Inclusivity, Critical Reflection, Mutuality, Informed Action and Active Learning

We are looking for an intern who represents the above values and can help us live out our mission in our daily work. Please refer to [Community-Engaged Leadership's website](#) for more information about our structure and those that we serve.

Duties/Responsibilities include but are not limited to:

- Design program flyers, brochures, presentations, social media graphics, promotional materials, and website elements
- Design and send monthly newsletter(s) and create a visual annual report that represents the completed goals, outcomes, and programs of the office
- Meet with team members to determine requirements and vision for design elements
- Create and post original content on social media platforms that actively engage constituents
- Increase following and appeal to target audiences with social media
- Create and plan opportunities to increase social media following (giveaways, contact tabling, etc.)
- Manage SCALA slide graphic rotation

- Review and optimize CELwebsites (including maintaining ADA compliance)
- Attend CEL retreat and occasional events (pre-determined based on availability) to collect communications material and post on social media outlets

In compliance with [Return to Work](#) and [UNC Guidance](#) safety measures, aspects of your role may be incorporated into telework assignments or days in the office may rotate in accordance with other student employees schedules. We would be happy to discuss employees' options and workplace accommodations if you are invited for an interview. Interviews will likely be conducted over the phone or over [Zoom](#).

Requested qualifications include:

- Ability to work independently
- Strong interpersonal communication skills
- Previous experience with graphic design and social media management
- Knowledge and experience working with design tools like Canva, Adobe Spark, Mailchimp, Photoshop, etc.
- Close attention to detail
- Effective organization skills and ability to balance multiple tasks

This position will work 5-10 hours each week depending on need and current project demand. Intern may select their own hours within the 8am-5pm window and will predominantly work in the Community-Engaged Leadership office. Start date will depend on the selected candidate's availability.

Position will earn \$10 per hour. Qualified undergraduate and graduate students will be considered. Interest in the marketing or communications field is preferred. Candidates will be asked to provide examples of their previous graphic design work.

Office of Disability Resources Accommodations: Appalachian State University is committed to providing an inclusive experience, accessible learning [and working] environments and equal opportunity to individuals with disabilities in accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Individuals needing reasonable accommodations should contact the Office of Disability Resources (828.262.3056 or odr.appstate.edu)

AA/EEO Statement: Appalachian State University is an Affirmative Action/Equal Opportunity Employer. The University does not discriminate in access to its educational programs and activities, or with respect to hiring or the terms and conditions of employment, on the basis of race, color, national origin, religion, sex, gender identity and expression, political affiliation, age, disability, veteran status, genetic information or sexual orientation.

Requested documents for applying:

- Resume - need assistance with your resume? Visit [Career Studio](#) resources to help you get started.
- Examples of previous graphic design work (can be uploaded to handshake or brought to interview)