



BEAVER COLLEGE OF HEALTH SCIENCES

Public Health

Position Title: Digital/Social Media Intern, Department of Public Health at Appalachian State University

Location: Hybrid (Department is located in Leon Levine Hall of Health Sciences)

Duration: Fall 2026 Semester

Hours: 5–10 hours/week (flexible), 120 hours total

Compensation: Course credit (3 credits)

About the Role

Are you passionate about digital storytelling, visual design, and community engagement? The [Department of Public Health](#) is seeking a creative and organized Digital/Social Media Intern to help amplify our mission, research, alumni engagement, and student experiences across various platforms, including Instagram, LinkedIn, and Facebook.

This is a hands-on opportunity to shape the department's online presence, collaborate with faculty and students, and gain real-world experience in academic communications.

Key Responsibilities

- Develop and schedule engaging content (posts, stories, reels) aligned with departmental goals
- Attend and document departmental events for social coverage, when needed
- Create graphics and visuals to support campaigns and announcements
- Monitor engagement metrics and suggest strategies for growth
- Collaborate with faculty, staff, and student groups to highlight achievements and initiatives
- Attend departmental digital media outreach committee meetings

Qualifications

- Ability to use Google Suite, Canva, and similar media creation software
- Skills in writing professionally formatted content
- Ability to work as part of a team

To Apply

Please submit the following to Dr. Melissa Watford (watfordma@appstate.edu), Teaching Assistant Professor:

- Resume
- A letter of interest
- 1–2 sample social media posts or graphics (can be from personal or academic projects)

Questions?

Reach out to Dr. Melissa Watford, watfordma@appstate.edu.