

Beaver College of Health Sciences
Department of Recreation Management and Physical Education
George M. Holmes Convocation Center

Position Title: Social Media Intern, Department of Recreation Management and Physical Education at Appalachian State University **Location:** Hybrid (Department is located in the George M. Holmes Convocation Center).

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 Recreation Management and Physical Education](#) is seeking a creative and organized 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 engagement 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
- Ability to work independantly

To Apply

Please submit the following to Dr. Jill Juris (jurisjj@appstate.edu), Chair, Department of Recreation Management and Physical Education.:

- 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. Juris, jurisjj@appstate.edu.