



POSITION: Social Media & Marketing Student Internship

LOCATION: UD Office of Communications & Marketing - Academy Building

COLLEGE: UD College of Health Sciences

REPORTS TO: CHS Communications Team

RESPONSIBILITIES: The Social Media & Marketing Student Intern serves to engage and educate the UD community through social media and related marketing and promotions.

Responsibilities include, but are not limited to:

- Management of all social media outlets: Facebook, Twitter, Pinterest, YouTube
- Design and implementation of content strategy plan
- All aspects of video creation: directing, producing, filming, and editing
- Photography of various events and programming, and maintenance of photo database
- Conception and execution of promotions and giveaways
- Serve as a liaison between the campus community and CHS staff/faculty
- Other duties as assigned

QUALIFICATIONS: Preferred Requirements and Qualifications

- A social media butterfly
- Ideas related to or experience in social media, publication, or advertising
- An innovative and creative mindset
- An outgoing and passionate disposition
- The ability to lead and engage others
- Excellent communication and organizational skills
- Ability to work effectively both alone and within a collaborative marketing team
- Enthusiasm for fitness, healthy recreation and wellness
- Experience with photography and video editing
- Experience with, or strong willingness to learn Hootsuite
- Experience with, or strong willingness to learn Adobe Creative Suite
- Competence in graphic design

BENEFITS: Benefits Include

- Work in a fun and social atmosphere
- Develop your portfolio and apply and fine tune your production skills in marketing and media
- Make a positive impact on others in the campus community

TO APPLY: Please send a resume and cover letter detailing your interest and availability during the fall semester to chs-replies@udel.edu. Questions about the position can be sent to the same e-mail address. Applications are due **Friday September 13, 2013**.