

## **Campus Recreation Communications Internship**

Spring Semester 2019

Time requirement: 3-5 hours per week

An Academic Internship Contract will be set up between the student and supervisor for the duration of the internship, if desired.

### **Description:**

Campus Recreation is seeking a student who is interested in furthering their education and experience in the field of marketing. This internship will provide exposure to various aspects of digital media that may include, but are not limited to: social media, e-mail marketing, and website management. Learning objectives are achieved through training, observation, and “learning-by-doing” under close supervision with constructive feedback. This experience will help you learn to build production schedules, meet deadlines, and juggle multiple projects simultaneously.

### **Duties include:**

- Creating social media text content to accompany designs created by the graphic design intern
- Scheduling posts to social media using Hootsuite
- Manually post content to Facebook, Instagram, and Twitter using the respective apps/sites
- Sending marketing messages through emails, Eagle Eye newsletter, OrcaTV, and other avenues on campus
- Collaborating with marketing coordinator to brainstorm information and have content proofread
- Running analytics for social media pages to maximize posting times and identify popular content
- Representing the Department of Campus Recreation well

### **Requirements:**

- Degree-seeking UMW student
- GPA of 2.0 or better at the start of the semester in which the internship is occurring
- Desire to gain practical experience in social media business marketing
- Marketing skills with an interest in recreation
- Working knowledge of popular social media platforms
- Ability to work collaboratively across teams and with all levels of staff
- Excellent grammar and proofreading skills
- Detail-oriented
- Ability to work in a fast-paced environment and adapt well to change

To apply, please send a cover letter and resume by Friday, November 9 to Kelly Shannon, Director of Campus Recreation

[kshannon@umw.edu](mailto:kshannon@umw.edu)