

## Purchase College, Career Development Center Social Media Marketing Internship

This internship will focus on marketing the Career Center through our social media presence; as well as some face-to-face marketing, if in-person. The intern will help to plan and implement social media marketing efforts on **Instagram**. The *Social Media Intern* will work with staff and the intern team to post content and engage students. **Along with the team, the intern will develop a plan to increase our online presence and activity:**

- Increase the number of followers and engagement through innovative marketing efforts.
- Post on a consistent basis with posts that engage followers and encourage them to interact.
- Engage and share with other Purchase pages.
- Reply to comments, messages, and other engagement in a timely fashion.
- Follow accessibility guidelines and use accessibility tools for all platforms.
- Report as needed on social media initiatives and make recommendations on social media usage and additional resources that could assist with the outreach efforts of the Career Center
- Assist with face-to-face marketing at tables, programs, and events. (in-person and virtual)

Training will be provided on all social media and on-line resources that are utilized by the Center. The intern will also receive training regarding the role and mission of the Career Center and the services provided to students, alumni, and employers. The intern will work along with the team and receive supervision throughout the internship.

The intern is expected to learn how to market and promote, engage with a community, and gain an understanding of resources that can be used to enhance career development.

### **The intern should have:**

- Creative marketing abilities and an understanding of the Purchase student community.
- Strong knowledge of Instagram newsfeed, stories, reels, and highlights.
- An understanding of how to create an engaging post.
- Previous experience in social media marketing for an internship, job, club/organization, or a course in social media marketing is preferred.
- Attention to detail; specifically ensuring correct spelling and grammar for posts.
- Knowledge of design software and/or film editing software is a plus, but not required.

### **Duration/Hours:**

- One semester (non-paid credit bearing internship)
- Can be completed for 2, 3 or 4 credits
  - 2 credits = 5 hours per week, 3 credits = 7.5 hours per week, 4 credit = 10 hours per week)

### **How to Apply:**

*Please send your resume and cover letter to:*

Jessica Mazzia, Associate Director, Career Development Center, [jessica.mazzia@purchase.edu](mailto:jessica.mazzia@purchase.edu)