

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

This internship will focus on marketing the Career Development Center (CDC) through our social media presence and other on-line resources; as well as some face-to-face marketing. The intern will help to plan and implement CDC social media marketing efforts including **Facebook, Twitter, and Instagram**. The *Social Media Intern* will work with CDC staff and the *Interactive Media Interns* to post content and engage students. **Along with the CDC team, the intern will develop a plan to increase our online presence and activity:**

- Increase the number of followers/views on the various sites through innovative marketing efforts.
- Post on a consistent basis with posts that engage followers and encourage them to interact.
- Utilize Facebook Insights to know when our followers are online and schedule days/times of posts accordingly.
- Engage and share with other Purchase pages.
- Reply to comments, messages, etc. in a timely fashion.
- 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 CDC.
- Assist with face-to-face marketing at tables, programs and events.

Training will be provided on all social media and on-line resources that are utilized by the CDC. The intern will also receive training regarding the role and mission of the CDC and the services provided to students, alumni and employers. The intern will work along with the CDC 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 Facebook Pages and Page Insights (reach, engagement, metrics, etc.) and an understanding of how to apply those insights to plan future posts and decide the best way to connect with followers.
- Strong understanding of using Twitter and the anatomy of a good Tweet.
- An understanding of how to create an engaging Facebook/Instagram post.
- Previous experience in social media marketing for an internship, job, club/organization or a course in social media marketing is preferred.
- Knowledge of design software and/or film editing software is a plus.

### **Duration/Hours:**

- One semester (non-paid credit bearing internship)
- Can be completed for 3 or 4 credits (3 credits = 7.5 hours per week, 4 credit = 10 hours per week)
- Possibility of leading to a paid Part Time job after completion of internship

### **How to Apply:**

Please send your resume and cover letter to:

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