

Purchase College, Career Development Center Interactive Media Marketing Internship

The intern will creatively utilize video, design and other resources to promote the Career Development Center (CDC) to Purchase students and to market the CDC's events and services throughout the academic year. The intern will work with the CDC team (professional staff and interns) to contribute to marketing and promotion.

- Create, film and edit short videos to promote events/services to post on the web and social media sites.
- Create promotional materials and graphics for the web and print.
- Film special CDC events and edit videos.
- Assist the Assistant Director of Employer/Technical Services as needed.
- Research and educate the CDC staff on technology/resources that could assist with the outreach efforts of the CDC.

Training will be provided on all 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:

- Knowledge of design software (Photoshop, InDesign, Illustrator, etc.)
- Knowledge of film editing software
- Knowledge of film/photography equipment including cameras and lighting
- Creative marketing abilities and an understanding of the Purchase student community
- Strong written and verbal communication skills

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