

## **Purchase College, Career Development Center Interactive Media Marketing Internship: Design**

The intern will utilize graphic design/creative skills 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 promotional materials and graphics for the web and print for CDC events, programs and services.
- Create graphics/materials to be used for the CDC brand.
- Assist the CDC staff as needed with creative projects.
- Assist with face-to-face marketing at tables, programs and events when needed.

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.)
- 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](mailto:jessica.mazzia@purchase.edu)