

Community Engagement Team (CET) Social Media &

Communication Intern in the Kimmel Student Involvement Center

Community Engagement Social Media & Communication Internship (CES-MCI) Description:

The Social Media & Communication Intern will have the opportunity to learn new skills, grow the Community Engagement Team's social media and marketing portfolio, assist with communication policy development EBP's, and assist with management of CET communication. Under direction of the Assistant Director, Community Engagement the CET SMCI will be involved in the support the sharing of student programs, promotion of upcoming events, and fundraising opportunities.

Community Engagement Social Media & Communication Intern Job Responsibilities:

- Brainstorms social media campaign ideas; assists with the design and execution of social media campaigns
- Manages the CET social media accounts and posts content
 - *Platforms currently include: Multiple accounts for Facebook, Instagram, Linktree, and various email list serves*
- Consults on and creates weekly and monthly editorial calendars to promote the Community Engagement team brand and programmatic efforts on various CET social media websites
- Create content such as vlogs, blogs, infographics, videos, reels, and press releases for social media, university, university, and news outlets
- Support the team at various events by taking pictures, videos, and producing content for live and online events
- Tracks engagement and analyzes analytics to identify the success and scalability of high-performing posts and campaigns
- Assists in creating reports that showcase performance and engagement; provide suggestions to administration for improving client/collaborator/donor/community engagement

Community Engagement Social Media & Communication Intern Qualifications/Skills:

- Social media marketing & online engagement
- Strong communication and interpersonal skills, including both verbal & written
- Professionalism, Organization
- Collaborative spirit
- Donor/client/partner focus
- Able to work independently
- Open to feedback

Community Engagement Social Media & Communication Intern Must Possess:

- Passion for community engagement and community service work
- Personal and professional integrity & friendly and responsive approach
- Creativity, innovativeness, flexibility, and open-mindedness
- Some evenings and weekends shifts may be required

Community Engagement Social Media & Communication Intern Education, Knowledge, Experience Requirements/Preferences:

- In 2nd or 3rd year of degree program
- Prior industry experience
- Knowledge of PowerPoint, Outlook, Canva, Excel
- Preferred Majors: ACS or Mass Communication

Community Engagement Social Media & Communication Intern Work Hours & Status:

- Our office is open between the hours of 8am to 4:30 pm
- Hours required – 10 -12 per week
- A mixture of on site and virtual are possible
- **NOTE: Our programs operate outside these hours regularly though**
- *An adjusted schedule can be discussed and agreed upon – some overlap with CET staff members in the office is/will be necessary*
- Internship/practicum is currently unpaid