

Social Media Intern (undergraduate) – Fall Semester 2017

Description: The Social Media Intern will play an active role in the development of the Learning Center's online community. Under the supervision of the Marketing Coordinator, the intern will maintain the LC's presence on various social media platforms and help create and publish content that is relevant to the students, faculty and staff that we accommodate. He/she will regularly analyze and report on the activity on social media networks. He/she will also assist in maintaining the LC's archive of digital images, videos, posts and other content. The intern will learn how to reach students, departments and how to promote events or programs through the internet while gaining experience in social media platforms.

Location: Livingston Campus

Start Date: Fall 2017

Hours: 5-10 hours per week

Responsibilities:

- Identify appropriate social media sites, set them up and update on daily basis.
- Market services and other information such as: general awareness, locations of centers, advertising work opportunities for students and part time staff, events, etc. to increase the profile of the Learning Centers.
- Inform the public about LC specific information such as learning/study tips and relevant data.
- Network with other departments to reach the goal of increasing the number of students that use services.
- Update Facebook, Twitter, and Instagram accounts.
- Respond to posts or comments to bring significance to user's interactions with the LC's social media.
- Posts news and announcements in a timely manner using appropriate content.
- Performs research to find articles, stories, resources, or other content that is relevant and posts it to our social networks in a manner that invites conversation and interaction.
- Updates social media accounts with current and relevant photos, video, or other content from LC activities and events.
- Maintains LC photos, videos, posts and other content on appropriate servers or accounts.

Qualifications/Requirements:

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Resources needed: computer, camera.
- Must be in good academic standing.
- Detail oriented with strong written and verbal communication skills.
- Experience with Microsoft applications, basic photo-editing software, and internet browsers.

- Familiarity with mainstream social media platforms, including but not limited to Facebook, Twitter and Instagram.

Major: SCI, ITI/communication majors & RBS marketing majors.

Additional Information:

- Candidates are encouraged to seek college credit.
- This is a part-time unpaid internship.
- A computer station is available to use for completing internship projects and tasks.
- Candidates should uphold a positive attitude under pressure, display a strong work ethic, and enjoy working with a wide range of staff needs.
- This internship will benefit someone who is interested in marketing, social media and education.

To apply: Submit a resume and cover letter on our website at rlc.rutgers.edu/intern

Contact: Samantha Feaser, Administrative & Marketing Coordinator, Livingston Learning Center

Phone or Email: (848)-932-0566 samantha.feaser@rutgers.edu

Application Deadline: September 1, 2017