Marketing & Alumni Relations Intern

Position Overview

- Unpaid
- Approximately 10 - 12 hours per week (flexible)
- Fall or Spring: Start date is first week of class and end date is last week of class
- Summer: State date and end date is flexible
- Between the hours of 8a - 5p, M-F, with occasional after hours work

Required Skills

- Strong computer skills
- Strong written communication skills
- Organization
- Ability to multitask
- Ability to work independently with minimal supervision
- Project management skills
- Public Speaking

Preferred Skills

- Graphic design abilities (e.g. working in Canva, Photoshop, etc.)
- Social media management experience
- Familiarity with online platforms (MailChimp, Canva)
- Experience editing website content (Drupal)
- Strong Microsoft Office (Word, Excel, PPT) skills or the Google equivalents (docs, sheets, slides)

Responsibility

**Market & Communication**

- Design aesthetic graphics in Canva or photoshop to promote OEA programming which will be used on OEA website, social media and newsletters
• Create Study Abroad Interest, Study Abroad Alumni and Peer Advisor Newsletter (each sent bi-weekly) using pre-made template by importing graphics and developing content, which consists of information regarding OEA programming events, updates, student testimonials, etc.

• Develop social media plan to post during peak hours using aesthetic photos submitted by study abroad alumni or graphics that are designed to promote OEA programming

Alumni Relations
• Assist OEA staff with facilitating, developing content for and presenting at Study Abroad Alumni programming events throughout the semester
• Act as Peer Advisor (PA) Lead, which includes the following responsibilities:
  ○ Act as main contact for all Peer Advisors
  ○ Create & send (after PA Director reviews) Peer Advisor newsletters
  ○ Manage volunteer calendar
  ○ Send reminder emails to PAs reminding them of their upcoming volunteer shift details
  ○ Process Event Verification Forms
  ○ Check progress of each PA with their monthly requirements & send follow ups as necessary
  ○ Schedule & facilitate monthly PA meetings
  ○ Plan end of semester “thank you” event

On-Campus Promotion
• Deliver classroom presentations using pre-made agenda by OEA staff to describe Steps to Studying Abroad & debunking common study abroad myths (typically 4 - 45 minutes)
• Staff tables on campus and/or during other department resource fairs to give basic information to interested students on steps to studying abroad

Miscellaneous Duties
• May assist with administrative duties such as answering phone calls and front desk inquiries
• May assist with presenting at the Pre-Departure Orientation or other OEA programming
• Other duties as assigned