

CSU On-Campus Internship Program (OCIP) JOB POSTING FORM

JOB TITLE:

Alumni Marketing Intern

DEPARTMENT:

Alumni Affairs

COLLEGE/DIVISION:

Advancement

JOB DESCRIPTION:

The Alumni Marketing Intern will assist the Office of Advancement, specifically supporting the Alumni Affairs and Advancement Marketing team, with social media management for the Cleveland State University Alumni Association, Young Alumni Council, and student alumni association social media channels. Responsibilities include, but are not limited, to: scheduling, planning, content generation, and analytics reporting to successfully accomplish marketing and communications goals of the Alumni Affairs department in coordination with the CSU Alumni Association, and to amplify important alumni messaging and digital reach.

Responsibilities will include but are not limited to:

- Social media audit to identify all CSU Alumni Association, Young Alumni Council, and 1964 Society social media channels and reach
- Development of content calendars for various social channels
- Content creation, including copy, graphics, and video in collaboration with student videographer and Advancement staff
- Scheduling content for publication in Sprout Social
- Weekly, monthly, and quarterly reporting
- Time permitting, will assist in writing articles for the CSU Alumni Association and CSU Foundation websites
- Will perform other communications/web related assignments as needed and assigned

JOB QUALIFICATIONS/REQUIREMENTS:

- Graduating no earlier than May 2023, with preference given to those with junior and senior status
- Interested in pursuing a career in social media marketing or digital marketing
- Majoring in marketing, communication, journalism or a related field
- Professional or classroom experience using various social media platforms, social media management tools, and analytics, with preference given to candidates familiar with Sprout Social
- Excellent verbal and written communication skills
- Able to work 20 hours per week
- Must display high degree of professionalism
- Should possess initiative and ability to develop and execute new ideas
- Must maintain sensitive and confidential information
- Proficient use of Windows software
- Must be able to manage and prioritize a diversified workload
- Cumulative GPA 3.0 or above

LEARNING OBJECTIVES:

Provide a list of objectives that the employee will have been able to learn after having worked in this position. (Refer to the list of NACE core competencies at the end of this document.)

1. Exposure to best practices for social media management, including strategy, planning, developing and adapting content for various social media platforms, and analytics.
2. Intern will learn to develop and execute ideas; improve and refine written communication skills, paying attention to detail (grammar, punctuation, etc.); and learn to work autonomously and take initiative.
3. Project management—developing plans and managing various social media platforms in an advancement office.
4. Communication skills/external relations—working with partners, alumni, and staff to generate social media content.
5. Analysis of social media metrics and trends to measure reach and impact.

WORK SCHEDULE:

Monday-Friday between 9am-5pm. Schedule and hours to be determined. Some evening/after-hours and weekend events may be required.

REQUIRED DOCUMENTS:

Choose from any of the below items (note: resumé is automatically sent whether you request it or not):

- *Resumé*
- *Cover Letter, including experience with social media marketing and management, and schedule of availability*
- *Writing sample*
- *Unofficial Transcript*

NAME & EMAIL FOR APPLICATIONS:

Jordan Burress, j.o.burress@csuohio.edu – lead conducting screenings and hiring manager

Jennifer Creviston, j.creviston@csuohio.edu – participating in the interview

NACE Core Competencies

Critical Thinking/Problem Solving:

Exercise sound reasoning to analyze issues, make decisions, and overcome problems.

The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

Oral/Written Communications:

Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization.

The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

Teamwork/Collaboration:

Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints.

The individual is able to work within a team structure, and can negotiate and manage conflict.

Digital Technology:

Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals.

The individual demonstrates effective adaptability to new and emerging technologies.

Leadership:

Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others.

The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

Professionalism/Work Ethic:

Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image.

The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

Career Management:

Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth.

The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

Global/Intercultural Fluency:

Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions.

The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.