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Description automatically generatedCOMMUNICATIONS INTERNSHIPS

DIVISION OF STUDENT AFFAIRS (DSA)

<http://web.csulb.edu/divisions/students/>

Fall 2021 – Spring 2022

JOB DESCRIPTION



The Division of Student Affairs (DSA) at CSULB supports the holistic development of students to enter, progress through, and graduate from the university by providing programs and services and utilizing high-impact practices that encourage access and retention, health and wellness, and engagement for all students. Through these core efforts, the Division promotes inclusive excellence to remove barriers, cultivate the well-being of students, and provide co-curricular learning opportunities for student engagement.

The DSA Communications Department is seeking Interns during the 2021 – 2022 academic year. The internship is intended for students to gain real-life experience creating, designing, and editing visual content for a major university area with 40 different departments. Collateral created by these interns will be viewed by 40,000+ students and thousands of faculty/staff members. Interns will work collaboratively with other students and the DSA Communications professional staff team on project tracking, deadline management, and concept creation.

This position is a 1-year commitment beginning **Monday, August 9, 2021**. Interns will work remotely for Fall 2021 (Spring 2022 work location TBD). For Fall 2021, students must be enrolled in a CLA department internship course. For Spring 2022, students may enroll in a CLA department internship program or be hired as a paid student assistant.

This internship is paid and participants will enroll in an internship class to receive academic credit for their internship. **Pay: $14.00-$16.00/hour for up to 20 hours per week**. Pay rate will depend on demonstrated level of expertise. Occasional event coverage in the evenings or on weekends is required.

DUTIES & RESPONSIBILITIES



**Photographer/Videographer (1-2 students ~ 15-20 hrs./week)**

Responsibilities

* Assists with the production of pre-recorded videos for the division and departments including helping operate, transporting, and setting-up camera equipment on/off campus and assisting with designing and preparing for the videotaping
* Participates in video recording process
* Assists with editing post-process video clips and photo enhancement to produce video clips for the division
* Assists with equipment inventory and check-in/check-out of equipment to other departments
* Helps complete trouble and preventive maintenance reports on video/photo and audio production equipment

Requirements

* 1 year of experience in operating, maintaining, and troubleshoot video, photo, and audio equipment
* 1 year of experience using editing applications, techniques and procedures (examples include: Adobe Premiere Pro, After Effects, Adobe Photoshop, Lightroom Classic)

**Social Media Specialist/Editor (1-2 students ~ 15-20 hrs./week)**

Responsibilities

* Assists with writing, drafting, editing, and managing content for DSA newsletters to students and social media
* Works closely with DSA staff to review content and messaging executed online to ensure its relevancy to students
* Assists with launching social media campaigns on Instagram, Facebook, Twitter, YouTube, and other relevant social networking sites to increase consistency of DSA social media platforms
* Assists with the monitoring any mention of the division/CSULB found in social media sites; helps with tracking alerts
* Drafts responses to online questions from stakeholders
* Participates in editorial meetings to collect ideas and oversee editorial calendar of upcoming stories
* Helps with the collection, compilation, and analysis of online activity data
* Assists in developing, writing, and presenting comprehensive statistical and narrative reports

Requirements

* Interns will meet with a social media specialist once a week during the semester. Meeting type and time is TBA. An additional 12 – 17 hours a week of work will be required outside of these meetings.
* Occasional event coverage in the evenings or on weekends is required.
* 1 year of experience using designing applications (examples include: Adobe InDesign, Adobe Illustrator)
* 1 year of experience gathering analytical data and preparing reports for presentation
* 1 year of experience preparing and planning out social media content
* Strong creative and editorial writing skills

**Web Developer (1-2 students ~ 15-20 hrs./week)**

Responsibilities

* Assists with developing, designing, and updating websites and web content
* Assists with updating content for division wide webpages as well as individual department pages as applicable
* Assistants with maintenance of online web applications (online payment, event management, application system, etc.)
* Assists with maintenance of mobile applications (Dining Menu app, DSA Services app, etc.)

Requirements

* 1 year of experience using platforms like HTML5, PHP, MySQL, Drupal, jQuery
* 1 year of experience using designing applications (examples include: Adobe InDesign, Adobe Illustrator)

**Graphic Designer (3-4 students ~ 15-20 hrs.)**

Responsibilities

* Assist with the creation, design, and development of the following visual media: Social media graphics, Web graphics (banners, buttons, and other assets), flyers, logos, Infographics, icons, text layout & digital typography, and other various media

Requirements

* 1 year of experience using designing applications (examples include: Adobe Photoshop, Illustrator, and InDesign)
* A strong understanding of typography, color theory, and composition

QUALIFICATIONS/ SKILLS REQUIRED



* Must be a CSULB student in good standing and be enrolled in a CLA department internship program for Fall 2021
* Have working knowledge of computer programs, such as Zoom, Teams, Microsoft Word, Power Point, Excel, and email
* Can effectively and efficiently work in remote environment where work is mostly independent
* Strong attention to detail, ability to follow instructions and meet deadlines
* Able to work efficiently in a fast-paced work environment with changing priorities and quick turn-around times
* Effectively organizes resources and establishes priorities
* Ability to effectively manage time and schedules
* Team player with a positive attitude
* Effectively communicates with professional staff verbally and in written form
* Ability to work with diverse populations and utilize strong customer service skills
* Ability to maintain confidentiality
* Occasional event coverage in the evenings or on weekends is required.

APPLICATION INSTRUCTIONS



Submit resume and cover letter to Michelle Chang, [michelle.chang@csulb.edu](mailto:michelle.chang@csulb.edu) with the subject line “DSA Communications Intern”

**Apply by Monday June 28, 2021**

If you have any questions, contact Michelle Chang [michelle.chang@csulb.edu](mailto:michelle.chang@csulb.edu)