SOCIAL MEDIA INTERNSHIP

COLLEGE OF LIBERAL ARTS | Department of International Studies

Spring 2022

JOB DESCRIPTION

The International Studies Department seeks an intern to manage the Department’s social-media and student-outreach channels, for the spring semester 2022. The internship is designed for students to gain real-life experience managing social-media channels for a company/brand/organization. The I/ST social-media intern will actively participate in an array of social-media activities including strategy, branding, content creation, and community management.

During the semester, the intern will meet once a week with a social-media specialist (every Friday, time TBD). An additional 8 to 10 hours a week of work in the Department of International Studies will be required outside of these meetings. Occasional event coverage in the evenings or on weekends may be required. Interns can expect to commit about 15 hours a week to this position over the course of the semester. Participants are also required to enroll in an internship class to receive academic credit for their internship.

DUTIES & RESPONSIBILITIES

 The social-media and student-outreach intern will work with a social-media specialist, as well as staff in the Department of International Studies, on the over-arching content strategy. The intern will manage the Department’s Facebook, Instagram, twitter, and LinkedIn accounts, as well as contribute work to the International Studies Department’s website.

Research

* Build an understanding of social media best practices
* Review key competitors and audit their social media channels
* Interview students, faculty, and staff in the College of Liberal Arts
* Gain a thorough understanding of the University, College of Liberal Arts, and the Department of International Studies brand

Planning

* Build a content strategy including key topics that support University, CLA and the Department of International Studies goals
* Determine how to best create and distribute the content
* Create an editorial calendar for content scheduling

Implementation

* Schedule/post content
* Engage with, and manage online community
* Implement engagement and platform growth initiatives

Evaluation

* Utilize social media analytics to determine what is working
* Revise strategy accordingly
* Create a summary report at the end of the semester to be submitted to the International Studies Department

QUALIFICATIONS/ SKILLS REQUIRED

* Must be enrolled in CLA department internship course and receive academic credit
* Basic knowledge of social media
* Basic knowledge of using technology and software to edit photos and content
* Strong attention to detail and ability to follow instructions
* Strong organizational and time management skills
* Team player with a positive attitude
* Effectively work independently
* Must be able to commit time daily to checking social media channel
* Ability to work with diverse populations and utilize strong customer service skills
* Ability to maintain confidentiality

APPLICATION INSTRUCTIONS

Submit resume and cover letter to Michelle Chang, michelle.chang@csulb.edu and Jolene McCall (I/ST Internship advisor) Jolene.McCall@csulb.edu with the subject line “Social-Media Intern”

**Apply by December 10 at 5:00 PM**

INTERN SUPERVISOR

Jennifer Newton, Journalism and Public Relations

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Laura Ceia, Department of International Studies

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If you have any questions, contact Michelle Chang.