



Office of Sustainability

Internship 

TITLE: Marketing & Communications Intern

DEPARTMENT: Office of Sustainability

ADVISOR: Marketing & Communications Graduate Assistant

JOB SUMMARY

The Marketing & Communications Intern assists with the creation of marketing and promotional materials to educate and inform the USD community about sustainability programs, events, and initiatives. This intern assists with campus outreach and updating the Office of Sustainability website- posting events, announcements, articles, stories, etc. The Marketing & Communications Intern maintains the social media presence for the Office, working to increase followers and engagement. This intern also assists with tracking and analyzing the Office of Sustainability website and social media accounts.

MARKETING RESPONSIBILITIES

1. Website Maintenance

- a. Assist with maintenance and improvements to Sustainability website pages, keeping information on website current and accurate
- b. Maintain cohesive brand for the Office and its initiatives

2. Creation of Marketing Materials

- a. Utilize Canva, Photoshop, InDesign and/or other design tools to create advertisements for formal office messaging (including social media advertisements) and campus education
- b. Maintain cohesive brand for the Office and its initiatives

3. Outreach

- a. Work with partners on campus to advertise the Office's events, programs, and initiatives
 - i. Submit/post flyers (physical and digital) to campus posting areas
 - ii. Submit/post flyers for housing areas
- b. Submit marketing materials, including blurbs, to Housing Assistant Community Directors to put in housing newsletters
- c. Maintain cohesive brand for the Office and its initiatives

4. Analytics

- a. Monitoring and tracking engagement of website and social media accounts (Facebook, Instagram, Twitter)
- b. Set benchmarks for performance
- c. Keep track of key performance indicators:
 - i. Visits to website

- ii. Engagement of social media posts ('likes', 'comments', 'shares')
- iii. Follower counts
- iv. Clicks to attached links
- d. Identify optimal posting times
- e. Assess impact of marketing efforts

COMMUNICATIONS RESPONSIBILITIES

1. Website Communication

- a. Post all sustainability-related events, news articles, announcements, and spotlights on website through USD *MyPostings* platform
 - i. Communicate with other team members to ensure that event postings are accurate and posted in a timely manner (keeping online calendar up-to-date)
- b. Communicate with other departments to cross-promote relevant events

2. Social Media

- a. Market events/campaigns/programs, etc. through various USD social media
- b. Manage the Office's presence on Facebook, Twitter, Instagram, and Snapchat
- c. Grow the Office of Sustainability's online presence
- d. Increase online interaction with USD students

3. Highlights and Torero Weekly

- a. Create spotlight ("Highlights from The Office of Sustainability") content-sometimes to be submitted for Torero Weekly
 - i. News articles, announcements, and events
 - ii. Testimonials from Green Certified offices, Eco-Residents, and/or community members and partners

PREFERRED QUALIFICATIONS

- Major or minor/concentration with a focus in marketing
- Passion to grow sustainability initiatives at USD
- Knowledge of various sustainability related topics
- Knowledge and familiarity with design tools and social media
- Familiarity with University policies, procedures, and community
- One-year position commitment

PERFORMANCE EXPECTATIONS: SKILLS and ABILITIES

- Strong interpersonal skills: ability to work with a diverse population of students, administrators, faculty, and staff
- Strong written and oral communication skills, including public presentation skills
- Strong organizational and time management skills
- Strong work ethic
- Professional demeanor
- Self-starter with ability to multi-task in a fast-paced work environment
- Team player and ability to complete projects independently
- Work to advance a welcoming and inclusive environment at USD.

COMPENSATION & SCHEDULE

- \$12 per hour
- May qualify for academic credit- seek approval from your advisor
- 8-10 hours per week (typically between 9am and 4pm, Monday-Friday)
- Fall term: Monday, September 9- Friday, December 13, 2019 (minus Fall break on October 18 and Thanksgiving break from November 27 to November 29)
- Spring term: Monday, February 3- Friday, May 8, 2020 (minus spring break from March 2 to March 6 and Easter break from April 9 to April 13)

NEXT STEPS

- Apply by **April 7** via Handshake (sandiego.joinhandshake.com)
- Contact the Office of Sustainability (sustainability@sandiego.com) with questions