

Job Title:**Social Media and Marketing Intern, University****Job Description:**

The Social Media and Marketing Intern is a part-time six-month temporary position with the opportunity to be a full-time position. They are responsible for assisting with all the CHSU social media and general marketing strategies and campaigns within CHSU to advance our mission. Proficiency in marketing, social media, graphics, photography, and videography is a must.

Reports to:

Vice President, Marketing and Communications

Classification:

Staff, Part Time, Non-Exempt

Essential Duties:

The essential functions (i.e., the fundamental job duties of the position) are as follows:

- Assist to manage CHSU's social media accounts, which includes creating new content, writing posts, responding to messages and comments, reviewing analytics, and staying current on social media trends.
- Assist with providing photography and videography services for marketing campaigns and social media.
- Assist in special events and logistics, as needed, including gala, graduation, white coat ceremony, etc.
- Assist with copywriting and content creation to support digital marketing campaigns.
- Assist to develop and manage visual assets for digital campaigns.
- Help implement and analyze email marketing, public relations, and news campaigns.
- Monitor and Optimize Marketing Campaigns using data analytics and other tools.
- Communicate social media marketing results to department leadership.
- Assist with orders, inventory, and products for the CHSU internal and external online stores and promo items.
- Assist with creation and execution of surveys and forms, as needed.
- Other projects as assigned.

**Qualifications/
Education:****Education:**

- Bachelor's degree in Business Marketing, Communications, or related field

Skills & Experience:

- Minimum one to four years of social media and marketing experience.
- Experience managing successful social media campaigns, and an understanding of social marketing.
- Ability to generate, analyze and interpret social media campaign results and analytical data.
- Experience delivering a variety of digital assets, including photography and videography, for social media applications.
- Must be able to work under constant deadline pressure and manage multiple projects across multiple lines of business.
- Strong time management and organizational skills, attention to detail, and ability to meet deadlines.
- Excellent oral and written communication skills.

Application Instructions

Interested candidates are to electronically submit a letter of interest, a detailed resume and the names, titles, and contact information of at least (3) professional references. Please send a completed package electronically to careers@chsu.edu and type **Social Media and Marketing Intern**, in the subject field of the email.

CHSU is an Equal Employment Opportunity (EEO) employer. CHSU complies with the Employment Eligibility Form (i-9) requirements.

- Proficiency in Microsoft Office.
- Outgoing, customer-friendly, confident, self-starter.
- Proficient with social media platforms (Instagram, Facebook, LinkedIn, X, TikTok).
- Proficient in Hootsuite, Adobe Photoshop, Illustrator, InDesign, WordPress is preferred.

Compensation:

CHSU offers a competitive benefits and compensation package. Salary range for this position is \$18/hour – \$21/hour, however, salary is commensurate with experience.