Media Communications Intern

Position Description
Title: Media Communications Intern
Department: Student Involvement
Reports to: Assistant Director of Student Involvement

Appointment: Academic year 2016-2017
Classification: Hourly Paraprofessional
Remuneration: Paid hourly for a maximum of 20 hours/week ($8.50/hour, pay schedule is bi-weekly)

Position Summary
This position will be responsible for the Student Involvement image and marketing efforts, as well as assisting in developing a plan for and implementing the management of various marketing media. The Media Communications Intern works in the Involvement Center in the University Center. This position is a member of the Office of Student Involvement in the Division of Student Affairs. This position requires some evening and weekend hours.

Responsibilities
A. Be on top of what is trending in media and work collaboratively with other interns to implement ideas in our office to ultimately increase attendance at our programs
B. Be prepared to “think outside the box” to create a buzz on campus about our programs
C. Utilize video and photography technology to promote our activities
D. Work with department staff and students to update and maintain social media outlets (Facebook, twitter, etc) to engage in active following of our accounts
E. Create and distribute printed materials on campus and in the River Falls community (Posters, Table Tents, Brochures)
F. Create, prepare supplies, set up, and staff booths at various times throughout the academic year (Involvement Fair, Office Fairs, WellCheck, Fair for On Campus Jobs, Popcorn Fridays)
G. Maintain all duties as an employee of the Office of Student Involvement staff, including trainings, retreats, and professional development
H. Collaborate with all staff on executing departmental programs including but not limited to Week of Welcome activities, Just Local, Homecoming and Family Weekend, and Finals Fest
I. Assist and help run various Student Involvement events throughout the year (i.e. Karaoke, Open Mic, etc.)
J. Assist with swiping at Falcon 5 events
K. Actively participate in weekly meetings with peer staff and supervisor
L. Other duties as assigned

Qualifications and Conditions of Employment
A. Must be enrolled as a full-time student during the period of employment
B. Must maintain a minimum cumulative grade point average of 2.5 before and during employment
C. Must be available to attend the Fall training (August 28-Sept. 4, 2016)

Preferred Qualifications
A. Prior experience or interest in campus involvement
B. Computer skills (e.g. Microsoft Office Suite, FalconSync) considered a strong asset
C. Strong organizational skills, interpersonal abilities, and oral and written communication

Expectations
A Student Involvement Intern is expected to serve as a positive role model for other students. This person will be expected to follow University policies as well as state and federal laws. This expectation applies throughout the period of employment, whether on or off campus.