Graduate Intern for Marketing
Student Leadership and Engagement
Division of Student Life

Reporting to the Director, the SLE Graduate Intern will contribute to the short and long term goals of the department and its programs. Working in a variety of areas, the Intern will use their experience to help shape the delivery of programs and services in an effort to reach the departmental outcomes supporting students’ leadership development and promoting student engagement in co-curricular activities. Specifically, the Intern will develop and coordinate content for department marketing through social media, website, weekly e-newsletter, and other outreach efforts.

Responsibilities

Assist with development and implementation of department marketing efforts
- Manage production and edit content for The Phoenix weekly e-newsletter, undergraduate and graduate student editions
- Coordinate efforts of a marketing team to develop and maintain an active social networking presence through Facebook, Twitter, Instagram, and other tools
- Assist with developing and editing content for the department’s website, including related extranet and intranet pages
- Assist with intentional marketing efforts to encourage student involvement and leadership and to promote department programs
- Maintain records and create reports to assess marketing efforts and results
- Advise and assist with supervision of undergraduate marketing assistants

Assist with the promotion of campus events and engagement opportunities
- Communicate regularly with student organizations and campus departments for collaborative efforts to promote campus events and engagement opportunities
- Develop and maintain graduate student organization event listings on the USF master calendar
- Coordinate efforts of a marketing team to develop and maintain other student event listings on the USF master calendar

SLE Departmental/Program Support
- Participate in department/division activities including meetings, retreats, and staff development
- Support for SLE departmental signature programs including New Student Orientation, Involvement Fairs, Student Leadership Conference, and Student Leadership Awards
- Other duties as assigned
Professional Competencies
Outlined by ACPA/NASPA Professional Competency Areas for Student Affairs Practitioners (2015), the primary competency areas that the graduate intern will develop include:

Organizational and Human Resources (OHR)
- Student affairs professionals bring personal strengths and grow as managers through challenging themselves to build new skills in the selection, supervision, motivation, and formal evaluation of staff; resolution of conflict; management of the politics of the organizational discourse; and the effective application of strategies and techniques associated with financial resources, facilities management, fundraising, technology, crisis management, risk management and sustainable resources.

Technology (TECH)
- The use of digital tools, resources, and technologies for the advancement of student learning, development, and success as well as the improved performance of student affairs professionals. Lead to the generation of digital literacy and digital citizenship within communities of students, student affairs professionals, faculty members, and colleges and universities as a whole.

A complete list of competencies can be found at www.naspa.org or www.myacpa.org.

Qualifications
Enrollment in a Masters program required; School of Education preferred. Generalist experience in student affairs is preferred in the areas of marketing, engagement, and student activities. Applicant must have a solid understanding of programming and student development. Social networking, database management, and website creation skills preferred. Proficiency with Microsoft Word, Excel, and Powerpoint required.

Time Commitment and Compensation
A full year commitment is required. Must reapply at the end of the 1st year for a 2nd term. Intern will work M-F (some evenings and/or weekends required) at a rate of $20.00 per hour for up to 370 hours per semester. 25 hours per week for 2 weeks prior to the semester starting, 20 hours per week during the semester. Funding support for professional development, MUNI pass, or Dons Dollars in the amount of $350 will be provided by the host department. Please note all compensation is taxable.

Hiring manager
Marci Nuñez, Director, SLE

Application Procedure
Please visit https://myusf.usfca.edu/student-life/graduate-internships for details on how to apply.