

Social Media and Digital Content Intern

Job Description:

The Association of Independent Colleges and Universities (AICUO) seeks a dedicated and passionate social media and digital content intern to provide assistance, under direct supervision, to achieve AICUO's social media goals. The role will include gathering content for the Member of the Week program, managing a social media calendar, and researching higher education marketing and communication trends.

This internship will offer the opportunity to gain valuable professional skills, network, and learn about non-profit higher education. The ideal candidate will possess strong writing, interpersonal, and communicative skills.

Responsibilities:

- Handle the Member of the Week social media program
- Manage institution social media contacts list
- Create content from member institution press releases and mentions in the news and through research on notable alumni, institution anniversaries, and more
- Research social media trends of higher education association and government relations organizations
- Aid in reviewing social media posts for grammar, tags, hashtags, and links
- Assist with miscellaneous office tasks and projects as needed

Structure:

The internship will start as soon as possible and end on May 6, 2022. The intern will work in the office for two, four-hour shifts during the fall and spring semesters. Working remotely during summer and winter breaks is an option.

Qualifications:

- A full-time undergraduate student at an AICUO member institution
- An interest in social media and marketing
- Experience with Twitter, Instagram, and LinkedIn
 - Knowledge of social media management platforms (Buffer, HootSuite) is a plus
- Familiarity or willingness to learn programs such as Adobe Photoshop and Canva
- Detail oriented and possessing the ability to work independently
- Excellent writing and interpersonal skills
- Ability to remain committed and dependable for duration of the internship

Pay/Academic Credit:

This internship is eligible for pay and academic credit. The intern will also receive reimbursement for parking.

To Apply:

Email resume and cover letter to Amanda Mlikan, Director of Communications and Office Management, employment@aicuo.edu.