Job Title: Creative Media Internship

JOB DESCRIPTION: Internship positions are available for Fall, Spring and Summer terms. The internship offers valuable experience and mentoring through direct participation in the implementation of East Carolina University’s Undergraduate Admissions marketing plan and student recruitment efforts.

As a member of the Communications Team, you will enjoy working in a stimulating and creative environment. In addition to carrying out the duties listed below, members participate in regular creative brainstorming sessions, and may be asked to take on a special project. Members are encouraged to investigate current trends and develop new ideas. Many of these ideas have the potential to be incorporated into the unit’s communications plan. Communications department members are provided with their own workspaces, including fully equipped Macintosh or Windows workstations loaded with all required software, within the creative suite of the Whichard building. Travel is not required for this position.

DUTIES INCLUDE (BUT NOT LIMITED TO):
• Assist with the graphic design, layout and pre-press of various print publications (brochures, posters, hand-outs, mailers, promotional items, etc.)
• Assist with updates and creation of new content for various websites and other online communications (department website, Pirate Port, Facebook, Twitter, YouTube, Instagram, and blogs)
• Assist with proofreading and other quality control practices for various projects
• Occasional copywriting, editing and other administrative tasks

Optional Duties (Opportunities exist for candidates to involve themselves in these related activities. These are not requirements for this position, but may be considered):
• Photography and multimedia creation (Photography, Video, and Audio)
• Develop scripts and co-produce (w/ editing staff) video news packages and other multimedia productions
• Social media networking/online presence management and public relations
• Higher education marketing research and planning

PREFERRED SKILLS: Interest in marketing and communications; strong organizational, and interpersonal skills; self-motivated, independent, and creative; ability to follow through on agreed upon work; course work in art, marketing or communications; basic proficiency with Apple Macintosh computers; graphic design abilities; experience with the Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat); Microsoft Office (Word, PowerPoint), familiarity with social media and webpage design; familiarity with the Chicago Manual of Style.

Optional Skills (These skills are added benefits, but not required for this position): Photography and Multimedia production: Understanding and experience with DSLR photography or videography, Apple Aperture or iPhoto; Apple Final Cut Pro or Express, Adobe After Effects; Adobe Flash; QuickTime Pro, iMovie, and Garage Band. Public Relations and News writing: background research, writing, and editing skills; familiarity with the Associated Press Stylebook.

APPLICATION PROCEDURE: Contact Patrick Fay, Marketing and Communications Manager (fayp@ecu.edu) to schedule an interview. Please include a cover letter, resume, list of references with contact info, unofficial transcript, and examples of your design work (can be graphic designs used in print, web, video, etc.).

Hours Per Week: 6-9 hours per week.
Pay: No, this is a non-paid internship

CONTACT INFORMATION: Patrick M. Fay, Marketing and Communications Manager for Enrollment Services, University Communications, Public Affairs & Marketing
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