Job Title: Marketing and Public Affairs 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):

• Copywriting for various marketing materials, including: print, web, email and social media
• 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)
• Develop scripts and co-produce (w/ editing staff) video blogs and other multimedia productions
• Participate in creative brainstorming sessions with the creative team
• Assist with proofreading and other quality control practices for various projects
• Occasional 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)
• Assist with the graphic design, layout and pre-press of various print publications (brochures, posters, hand-outs, mailers, promotional items, etc.)
• Higher education marketing research and planning

PREFERRED SKILLS: Interest in marketing and communications; gregarious personality; ability to work independently; course work in marketing, public relations, journalism, or communications; background research, writing, and editing skills; familiarity with the Associated Press Stylebook; familiarity with the Chicago Manual of Style; understanding of social media (Twitter, Facebook, Instagram, etc.); Basic graphic design abilities; Microsoft Word; familiarity with the Adobe Creative Suite

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.

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 2-3 writing samples.

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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