

## **Marketing Student Intern Position**

### **STUDENT POSITIONS - ACADEMIC YEAR (Fall & Spring semesters)**

Do you love UNC? Have you had a positive experience living on-campus at Carolina Housing? Carolina Housing Marketing department is looking for a Rock Star Marketing Intern who can help us expand our brand, increase consumer engagement, and share our messages with the world. We are hiring a general marketing student intern for the 2021-2022 Academic year to help maintain and organize the Carolina Housing giveaways, help the marketing team set up and clean up related events, and assist with marketing projects as needed.

### **Primary Duties**

Your primary responsibility will be to support the marketing team members in related events, organizing and maintain collateral material and other items stored in department storeroom. The Marketing Intern will help collate, disperse and deliver collateral and other materials to team members and campus partners across campus. Additionally, they will help brainstorm ideas, plan content, assist with social media campaigns, write blogs and assist with photo/video shoots as needed.

Tabling at events is mandatory participation (set-up & close) during Housing Selection (Sept. - November) and various times throughout the academic year – may include some weekend days.

You will report to the Social Media and Digital Marketing Manager at Carolina Housing.

### **Required Skills**

To excel in the Marketing Intern internship position, candidates should:

- Understand and be supportive of Housing's overall mission.
- Actively seek out and propose creative new story ideas.
- Stay informed about trending topics at UNC and Carolina Housing world
- Set high standards for yourself and others, meet deadlines, and over-deliver
- Work with the interns in other departments on projects of a wider scope
- Ability to work independently
- Strong communication and organization skills
- Write custom blog posts, ranging from product overviews to employee spotlights-and everywhere in between
- Proofread and edit your own and others' content
- Flexibility and adaptability to work in a fast-paced work environment
- Have a high sense of urgency for meeting deadlines and taking on new projects
- Be an excellent communicator with an appreciation for constructive criticism
- Ability to lift and carry up to 30lbs

### **Schedule**

A minimum 10-hour commitment per week is required. Your schedule will vary depending on what projects you are assigned.

You must be available 1-2 evenings per week to attend residential programs and stay long enough to get a story. The time you spend editing is flexible and can be scheduled around your classes.

**Compensation**

\$9.50 per hour – 10 hours/week