

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? Are you interested in developing your skills in the fields of marketing, videography, design, or journalism? Carolina Housing Marketing department is looking for a 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 to assist with marketing projects, create content, and table at campus events.

Primary Duties

Marketing Interns will help brainstorm ideas, plan content, assist with social media campaigns, write blogs and collect photo/video content at campus events. Additionally, they will assist with organizing and maintaining collateral in our department storeroom and tabling at events throughout the semester.

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.
- Be passionate about community engagement and sharing the student experience
- Stay informed about trending topics at UNC and Carolina Housing world
- Set high standards for yourself and others
- 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 advice columns 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
- 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 some evenings to attend and collect

content at on-campus events. Your independent work hours are flexible and your assignments will never conflict with your class schedule. Compensation \$9.50 per hour – 10 hours/week