



MINNESOTA STATE UNIVERSITY, MANKATO

COLLEGE OF EDUCATION

Position Title: *Paid Communications and Events Intern/Student Worker*

Department: College of Education (COE)

Location: Telework and, when social distancing safely, AH118 (COE Dean's Office)

Rate of Pay: \$11.35/hour

Hours: 10 - 20 hours per week

Term of Employment: Summer 2021 semester with potential to continue adding hours and internship through additional semesters (based on funding, workload, and performance). The intended duration is to employ the intern to meet COE needs but also work in conjunction to meet the academic needs of an official academic MSU internship, if applicable. An internship is not required for this student worker position.

Description:

Earn great real-world experience by assisting the COE Communication & Events Coordinator with a variety of writing and communication efforts within the College. This is an opportunity to be creative, grow professionally and apply skills learned inside the classroom. **An emphasis on writing skills will be needed for this position.**

Primary Responsibilities:

Assist in a variety of day-to-day technology, communication, and events:

- Write COE 'mini stories' for use on website and social media
- Assist in collecting, writing, and editing website and social media stories from COE departments, interview faculty/staff for website and social media postings
- Update and maintain COE Social Media sites (Facebook, Twitter, and Instagram), including daily monitoring, posting, scheduling and reporting updates
- Take photos of designated events for social media
- Assist in the COE web updates
- Proof a variety of materials including reports, marketing materials, etc.
- Attend and assist at COE events such as Scholarship Reception, Hooding Ceremony, and COE spring brunch (as allowed, following COVID-19 protocol)
- Collaborate with COE Communication and Events Coordinator and fellow team on new ideas, directions and tools for technology, marketing, and communications

Assist in COE Dean's office tasks:

- Office projects (creating certificates, personalizing items for student events)
- Prep for COE events (**Note:** Due to COVID-19, we will follow University safety standards for on-campus events. Some events may transition to online or hybrid model).
- Assist Dean staff with projects as needed

Marketing materials: includes creating, managing and distributing marketing materials for print, web and social media uses. Designs may be completed using Adobe Acrobat products such as Spark and Photoshop, etc.

- Posters
- Certificates
- Event signage
- Social media design



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Requirements:

Applicants must be in their sophomore or junior year in one of the following academic programs: Creative Writing, English Literature and English Studies, English Education, Communication, Mass Media, Marketing, Graphic Design, or Technical Communication.

- Proficiency in Microsoft Office applications (Word, Excel, Outlook).
- Strong writing and verbal skills
- Preferred proficiency of Adobe Creative Suite programs (Spark, Photoshop, Acrobat)
- Firm grasp of available tools and platforms in social media
- Understanding of the basic principles of public relations and/or marketing
- Strong academic career with preferred instructor recommendations
- Ability to work well independently and with a team
- Commitment to the continuous improvement of service, branding and the college's mission
- Strong listening and customer service skills
- Strong problem solving skills
- Ability to perform internet research
- Attention to detail
- Self-motivated, independent, quick learner
- Ability to work in a fast-paced environment and multitask

Work is traditionally completed in the office (normally completed during office hours of M-F, 8:00 am – 4:30 pm, but the position requires occasional evenings or weekends when events are taking place).

Due to COVID-19, telework will be required for portions of this position. **Internet access:** this position will require the hired intern to have access to strong, reliable internet. Hours should match with COE office needs and strive to match the needs of the internship program. Hours should be consistent each week but can be flexible if advanced notice is given to supervisor. This position will work special events such as the COE Hooding ceremony and the COE Scholarship ceremony.

This position can be adjusted to meet the needs of an official academic MSU internship but is not necessary.

This paid position is a great opportunity for students to build their portfolio by developing, creating and implementing a multitude of technology and communications materials. The successful applicant will gain firsthand experience in technology and communications in a higher education setting and have an impact on an organization by implementing innovative ideas and performing quality work.

COVID-19 notice: While this position has traditionally been in-person/on-campus, we will be following the safety recommendations by the Minnesota Department of Health, the Centers for Disease Control and Prevention, and the University health standards. If selected for an interview, applicants will receive further information on how safety standards will impact this position.