

Azusa Pacific University
Office of Career Services
MARKETING INTERN

Title: Marketing Intern
Reports to: Marketing/Outreach Coordinator
Salary/Hours: Level II, 10-13 hrs/week (Negotiable)

Under direct supervision of the Marketing/Outreach Coordinator, the Marketing Intern will be responsible for spreading the awareness and use of events and services for the Office of Career Services. He or she will be a leader on campus who has a sincere interest in advancing the professionalism of APU students. This position is also considered a Career Services Ambassador.

Marketing Responsibilities:

1. Design and implement an ongoing marketing plan promoting available services to the APU student body population via email, print, and other online media (Facebook, etc.)
2. Research, brainstorm, develop, and suggest strategies for how to effectively reach all student groups
3. Work directly with staff and/or graduate assistants to advertise, promote, and market events for students or alumni
4. Photograph all Career Services events and upload them onto CS computer drive for storage and use in future media marketing initiatives
5. Collaborate with other offices and academic departments on campus to integrate Career Services marketing items into each applicable office and encourage the use of Career Services workshops and other presentations
6. Acquire and organize marketing items in preparation for events, presentations, or information tables
7. Collaborate with student interns, especially the Graphic Design Intern

Career Services Responsibilities

1. Participate in Career Services events (as needed)
2. Cover front desk and assist Career Services clients with questions (as needed)
3. Participate in Career Services staff training
4. Other duties as assigned

Career Services Ambassador Responsibilities:

1. Provide feedback regarding Career Services marketing, events, and services
2. Participate in outreach initiatives by servicing events, connecting with faculty, and making announcements (Kaleo, classrooms, etc.)
3. Advocate for Career Services around campus
4. Engage in monthly professional development opportunities as assigned
5. Attend monthly meetings

Qualifications:

1. Business or Marketing major preferred
2. Sophomore, Junior or Senior class standing at start of internship
3. Proven experience in developing successful and creative/original marketing plans
4. Strong time management skills
5. Excellent written and oral communication skills
6. Self-motivated and able to work both independently and under supervision