Internship Position Description
Social and Digital Media

Total hours: 6-10 hours/week
Rate of pay: TBD (either hourly or scholarship)
Direct supervisor: Jaynelle Ramon, senior manager of digital content and strategy
Internship director: Jaynelle Ramon

Position Description:

The social and digital media intern will:
• For social media
  • Pitch content ideas for UAAA social media channels including content to post or events to cover.
  • Capture photos/video from campus events highlighting student life and Wildcat spirit.
  • Curate UA-related content that is engaging to alumni (e.g., events, articles, photos, videos)
  • Compose tweets for @UAAA on Alumni Association events, stories, news, etc.
  • Assist with UAAA photo shoots.
  • Brainstorm with Communications team on ideas for posts and/or campaigns.
• For the Alumni Nation app:
  • Post to and monitor the social feed
  • Prepare push notifications and weekly quizzes
  • Contribute to the app marketing plan

Other duties:
• The Alumni Association is a very collaborative organization so there may be times that work on other programs is needed as well.
• The intern will be required to attend regular internship meetings. The intern will also be required to present an overview and results of their work during the semester at a designated intern/staff meeting.
• The intern will meet with the president and executive director of the Alumni Association periodically to discuss their experience.

Required Qualifications:
• A current student in communications, marketing or journalism (or other as approved by the internship director)
• Familiarity with Facebook, Twitter, Instagram and Snapchat
• Knowledgeable of on-campus events and UA history, traditions and sports
• Minimum GPA of 3.0
• Flexible schedule (outside of class and/or work commitments)
• Excellent communication and writing skills
Preferred Qualifications:
- Experience as an admin on a Facebook business page and Twitter account
- Comfortable working in Photoshop
- Active on campus

Please submit resume and examples of work online at arizonaalumni.com/internship