



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:

- Pitch 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.
- Compose Instagram Story content.
- Assist with UAAA photo shoots.
- Brainstorm with Communications team on ideas for posts and/or campaigns.
- Attend UAAA and/or on-campus events for social media coverage.
- Construct social media analytics reports.
- Update website content.

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