



# MARKETING INTERN

## OFFICE OF AUXILIARY SERVICES

PART-TIME POSITION

### JOB DESCRIPTION

The Auxiliary Services Marketing Intern will work to develop a student voice for Auxiliary Services at William & Mary through various creative initiatives. The intern will provide marketing, communication, and PR assistance through the development of print, digital, video, and other collateral. This position will work under the direction of the Associate Director of Auxiliary Services and Assistant Director of Marketing & Communications.

### REQUIRED SKILLS

The ideal hire will have experience with the Adobe Creative Cloud software, particularly in Illustrator and PhotoShop. Experience with storytelling and video creation through trending social media platforms is a plus. This individual will work with the Marketing Coordinator to uncover engaging content opportunities for all departments within Auxiliary Services.

Applicants should also have demonstrated experience creating, curating, and managing active social media accounts on Facebook and Instagram. This position will work to establish an active and engaged social media following for our accounts with the incorporation of monthly contests and live video events.

### RESPONSIBILITIES

- 40%** Social media content development, including follower engagement and other growth strategies
- 20%** Creation of marketing collateral that will be used to promote and support auxiliary projects
- 20%** Video production, including script development, filming, and post-production
- 10%** Development and execution of marketing, communication, and PR campaigns
- 10%** Conducts other duties as assigned by the Marketing Coordinator

### PREFERRED EXPERIENCE

Undergraduate student with demonstrated experience using Adobe Premiere Pro, After Effects, and InDesign, as well as social media management and video production.

### HOW TO APPLY

Email your resume, cover letter, and up to seven original work samples that demonstrate your knowledge base of the required creative software to Rachel Smith at [auxiliary@wm.edu](mailto:auxiliary@wm.edu).