Position Description
NDSU Wellness Center
Communication and Marketing Specialist Intern

Purpose of Position: Under the leadership of the Student Employment & Marketing Coordinator, the Communication and Marketing position at the Wellness Center will assist in coordinating marketing, advertising, and driving communication to members of the facility. This position will manage the internal and external marketing plans for Wellness Center programs, oversee social media and engagement platforms and assist in implementing all communication efforts for the department. This position will gain valuable experience in member relations, business, communication and marketing strategies.

Wage: $11.50/hour

Functional Responsibilities
Assist in the coordination of a comprehensive marketing and advertising plan for the WC (50%)

- Assist in planning, creating and implementing all strategic marketing plans to promote, enhance and develop interest in WC programs and services.
- Manage program and marketing calendar and create registration material on the Wellness Center’s online member portal.
- Coordinate all day-to-day marketing and communication needs and requests within the Wellness Center.
- Work with professional staff to develop an equitable and complete strategy to enhance awareness and participation.
- Be available for occasional special events to take photos for social media and assist with tabling at events.
- Coordinate with external departments on reservations, print media and new program projects.
- Assist in production of print and digital media through the Adobe Creative Suite.
- Evaluate the effectiveness of advertising and marketing for various WC programs; utilize creativity to deliver information to the student body.

Manage and oversee the internal and external engagement strategy for the department (40%)

- Oversee all social media and strategies related to an effective online presence.
  - Develop written and visual content to complement all online advertising.
- Manage departmental website updates (visual and written) through Typo3 CMS.
- Manage visual policies, advertising space, and informational space within the Wellness Center.
- Maintain internal and external advertising plans, including scheduling and rotation of materials.

Develop written content (web, blogs, stories, staff introductions) for use in newsletters, website, and print media. Personal and professional development, including: (10%)

- Assist in creating a professional and engaging voice and develop professional relationships in the Wellness Center and on campus.
- Inventory Wellness Center promotional material.
- Participate in professional development opportunities.
- Attend required staff meetings.
- Other duties as assigned.
Position Description
NDSU Wellness Center
Communication and Marketing Specialist Intern

Core Responsibilities:

• Work collaboratively and efficiently with professional staff
• Contribute to a positive and welcoming environment
• Demonstrate initiative for work functions
• Ensure safety is a priority, responding and reporting safety concerns immediately
• Ensure strong communication by following good process
• Complete all required trainings
• Abide by all university and department policies and procedures

The ideal candidate will:

• Have high attention to detail
• Be extremely organized and able to manage multiple projects at once
• Have proficiency in Microsoft Office programs and have knowledge of Adobe Creative Cloud, CMS systems, HTML and marketing strategy
• Thrive in a fast-paced and challenging environment
• Possess photography/videography and social media experience

Position Expectations: This position is expected to work 15 hours/week during the school year and 20 hours per week during summer 2022, with the opportunity to work up to 40 hours per week combined with a different position at the Wellness Center. The person holding this position must remain in good standing with the department and academically with the university and enrolled for Spring 2022. This position is expected to act professionally and responsibly in all situations. This position is expected to respond to questions, ask questions, and be proactive in enhancing the engagement and outreach for all WC programs and services.

To apply: Fill out application below and send cover letter, resume and three professional references to Bradley.Jones@ndsu.edu. Please contact Brad with any questions. Deadline is Sunday, October 24.

General Information
Name:_____________________________________________________________________________
Phone Number: ______________________________________________________________________
E-Mail Address: ______________________________________________________________________

School Information
Year in school: _______________________________________________________________________
Anticipated graduation date: ___________________________________________________________
Major(s)/Minor(s): ___________________________________________________________________
Cumulative GPA: _____________________________________________________________________
Student organizations or Campus involvement: ____________________________________________
Summer Availability: __________________________________________________________________