SOCIAL MEDIA INTERNSHIP

Work directly with the Office of University Communications (OUC) to help craft social media messages, use creative assets, assist on special projects and campaigns, coordinate with others to submit content while contributing to regular reports on social media.

Critical Duties and Responsibilities:

• Social media monitoring across all Howard University channels.
• Drafting and scheduling social media messaging across official OUC operated channels.
• Sourcing & coordinating creative assets for social media channels.
• Assisting with the management and upkeep of the University editorial calendar
• Contributing to social media reports.
• Brainstorming creative ideas for activity and engagement.
• Reviewing social media content submitted by departments, units and Howard constituents.
• Administrative duties as needed.
• Perform other duties as necessary.

Knowledge/Skills/Abilities:

• Understanding of digital media writing techniques with AP style (social media, blog and website).
• Excellent interpersonal and communication (oral and written) skills.
• Excellent computer/database management skills with proficiency in Microsoft Office (mail merges in Word and spreadsheet management in Excel).
• Must possess attention to detail, ability to efficiently manage multiple priorities under deadlines, be proactive and responsible.
• Must be customer/team oriented.
• Must be able to prioritize.
• Must be organized and have a desire to learn.

Work Experience:

• Experience and/or interest in communications, publicity, marketing and/or branding.
• Hands on experience with social media, blogs and website content development with strategic use of photos & videos.
• Work and/or internship experience in an office environment preferred.
• Experience in meetings/conventions/special events preferred.

Education/Training:

• Specific experience with major social media networks.
• Current student or undergraduate degree, MS Office and Internet experience required.
• Photo manipulation and/or digital video experience a plus.
• Database and/or HTML experience a plus.

Additional Information:

• Must be available to work unconventional hours (i.e. for events/activities scheduled outside of business hours.

Paid internships require a commitment of 20 hours per week. Most for-credit OUC internships average 12-20 hours per week, depending on student course requirements, while volunteer positions allow a bit more flexibility to coincide with a student's need or desire to offer fewer or varied hours. At the beginning of each semester, interns are asked to schedule consistent weekly hours within the time-frame of Mon.-Fri., 10am-5pm.

For consideration, candidates are asked to submit the following to Stephanie Zerweck (stephanie.zerweck@howard.edu):

• Specification of "Web Internship Application" in the subject-line
• Resume
• Cover letter
• Blocks of time to choose from for a 30-minute interview
• Proposed work-schedule
• Work samples (links or attachments), if available

Once a candidate's documents/details are received, an interview time will be arranged for her or him to meet with OUC team members. Candidates are encouraged to bring select work samples or a portfolio to their interviews and contact Ms. Zerweck as needed with any additional questions.