



**Position:** Student and Family Engagement Marketing Intern

**Office:** Office of Student and Family Engagement

**Term:** February 2025 – April 2025

This is a 1 semester appointment.

**Position Description:** The Student and Family Engagement Marketing Intern will support the Office of Student and Family Engagement by creating promotional materials, managing digital content, and assisting with event marketing efforts. This role focuses on enhancing the office's social media presence, developing a content calendar, and capturing content during in-person events. The position offers valuable experience in marketing, design, and social engagement in a professional environment.

#### **Position Responsibilities**

- Assist the Coordinator for Student and Family Engagement with the creation of graphics to promote events hosted by the Office of Student and Family Engagement for both print and digital needs.
- Develop and manage a content calendar for both Spring 2025 and Summer 2025 that includes event marketing and social engagement with followers.
- Create and maintain events in MocSync for the Office of Student and Family Engagement.
- Develop a strategic plan to increase followers throughout the Spring 2025 and Summer 2025 terms.
- Assist with post-event assessment efforts to evaluate programs offered by the Office of Student and Family Engagement.
- Create and maintain a digital storage system for event photos and videos for marketing purposes.
- Attend in-person events as needed to capture and create content for the Office of Student and Family Engagement.

#### **Position Requirements:**

- Must be a full-time enrolled undergraduate student at the University of Tennessee Chattanooga during the duration of the term and remain in good standing with the University.
- Work 5-10 hours per week. Some work will be required to be completed in office or onsite as directed by the supervisor.
- Proficient with Canva Pro or other similar software
- Ability to work nights and weekends as needed
- A commitment to professional development and continuous growth
- Strong time management, written and verbal communication skills, organization, critical thinking, cultural competency, collaborative spirit, and enthusiasm

**Preferred Qualification:** Strong involvement in student organizations/activities while an undergraduate student. Interested in developing skills with professional social media accounts and marketing.

**Compensation: \$13/hour with a maximum of 10 hours per week**

**Position Supervisor:** Kidron Bullock, Coordinator for Student Engagement

To Apply: Please submit a design sample and resume to Kidron Bullock (kidron-bullock@utc.edu) by February 10 at 12 p.m. EST to be considered for this role. Design sample must be a digital graphic designed to promote an event, organization, opportunity or something similar. Qualified candidates may be asked to attend an in-person interview with the hiring manager.