Student Affairs Student Internship:
Social Media Manager

General Statement of Duties
The Student Affairs (SA) Student Internship provides an intensive co-curricular experience for the Division’s Social Media Manager. He or she is responsible for providing leadership to the Social Media Team and managing all operational processes. As part of the SA Integrated Marketing Team (IMT), the purpose of the Social Media Team is to build, engage and sustain the online University of Memphis community on Facebook, Twitter and Instagram.

Supervision Received
This intern receives supervision from the Assistant Vice President for SA and the IMT Team Manager/Marketing Graduate Assistant for SA.

Supervision Exercised
This intern supervises the IMT Social Media Team student employees.

Learning Outcomes
Through this experience, the undergraduate student intern will learn and demonstrate:

1. **Management Skills** through maintaining and creating organizational systems, supervision of the IMT’s social media team, and providing a clear vision driven by analytics data.
2. **Leadership Skills** through role modeling professional behavior in person and online with clients and staff, providing feedback and direction through clear communication and making decisions that actively engage UofM students.
3. **Assessment Skills** through data collection, analysis and evaluation about organizational systems, execution and performance.
4. **Integrated Marketing Skills** through engaging posts that catalyze meaningful conversations on social media, augmenting classroom theory and industry best practices applications.
5. **Advanced Communication Skills** through writing weekly reports and conducting regular one-on-one meetings with staff and clients, reflecting an active synthesis and cognitive understanding.
6. **Organizational Change and Political Skills** through a developed understanding of Higher Education’s organizational structure and culture by actively engaging with all levels of the University Community members.
Tour of Duty
All hours (maximum: 10/week) are to be completed during normal business hours which are Monday through Friday, 8 a.m. to 4:30 p.m. Evening and weekend hours may also be available based on content production schedules.

Qualifications

1. Communication Studies, Public Relations, English and/or Marketing related majors preferred.
2. Demonstration of knowledge and application of Facebook, Twitter, Instagram and other social media platforms preferred.
3. Good verbal communication skills, strong customer service orientation, and the ability to interact well with the diverse segments of the University of Memphis community preferred.
4. The successful candidate will be a mature, responsible, independent thinker, who demonstrates flexibility and good problem-solving skills.
5. Work-study eligibility is preferred

Compensation
All interns are compensated up to $1,000 a semester. The hourly rate is between $9 - $9.75 per hour depending on qualifications. Students will work 9 - 12 hours per week. The position may also be offered for academic credits, coordinated through the student’s major advisor.

Application Deadline: Until Filled.