

## *CSUN MKT Social Media Intern Position*

### **Description**

The Nazarian College Department of Marketing is looking for a Social Media & Online Presence marketing intern for Fall 2015. The right person must be self-motivated, be familiar and interested in social media, with friendly and upbeat communication skills that translate well in a variety of social media platforms. You'll be given the challenge and responsibility to grow our social media and continue to develop the Marketing Department's brand. The MKT Social Media intern will be directly supervised by Dr. Walker and Norma Garcia. If you want to gain valuable knowledge and experience with social media, please apply asap by emailing you application materials (see below) to [norma.r.garcia@csun.edu](mailto:norma.r.garcia@csun.edu)

### **Responsibilities**

- Develop social media marketing strategy templates for managing content
- Utilize a social media content aggregator (i.e. Hootsuite) to manage posts and content
- Design and implement content for all CSUN MKT social media sites (FB, LinkedIn, etc.)
- Complete reports on social media metrics for supervisors and Department Chair
- Engage with social media consumers (potential students, current students, and alumni)
- Liaison with CSUN American Marketing Association chapter social media representatives
- Communicate and interact with supervisors and staff to discuss priorities

### **Requirements**

- Completion of MKT 304 (or MKT 100 and ECON 200)
- A self-starter and good team player who can work with own initiative and manage multiple projects
- Able to maintain brand image and tone of voice of the MKT Department
- Excellent written and verbal communication skills are essential
- Strong work ethic and positive attitude
- Detail oriented and able to prioritize workload
- Good organization skills and able to plan posts and other workload well in advance
- Have excellent social media content development skills and enjoy trend scouting
- Good sense of humor and a strong sense of ethical responsibility

### **Application Material**

1. Current Resume
2. Cover Letter
3. Provide from your own personal social media experiences, an example of the following with a brief explanation of your choice:
  - Your favorite meme from the past 3 months
  - Your favorite link from the past 3 months
  - Your favorite humorous post (image, article, joke, etc.)
  - Your favorite quote of all time