

## Marketing Intern

Are you a social media guru? Can you connect with others through exceptionally written stories and narratives? Are you tech savvy? If you crave an opportunity to put your marketing talents to work and gain experience along the way, the College of Education may be the perfect fit.

The College of Education is seeking a marketing intern for the Center for Advancing the Teaching and Learning of STEM (CATALYST) to work remotely for 10-15 hours per week. This internship pays \$12 per hour and is for the remainder of the 2020-21 academic year. CATALYST needs someone who can develop a communications plan that includes social media and website content development.

Our ideal candidate is someone who understands brand management and strategic communications.

### As an intern you will learn:

- How to write content for websites, social media, and publications.
- How to find and pitch compelling story ideas.
- How to create an editorial/social media calendar.
- How to write blogs while ensuring SEO (search engine optimization).
- How to use scheduling tools such as Hootsuite to post to social media and track analytics.
- How to create compelling content that will be shared.
- How to ensure Purdue University brand guidelines are followed in all forms

### We're looking for someone who:

- Is a current Purdue University undergraduate/graduate student in marketing, public relations, communication, professional writing, or other related discipline.
- Has strong communication, writing, proofreading, and editing skills.
- Has knowledge of social media – Facebook, Twitter, LinkedIn, YouTube, blogs, etc.
- Is proficient in Microsoft Office.
- Is highly organized and detail oriented.
- Can work collaboratively and with limited supervision at times.

### It's a plus if you:

- Can edit websites utilizing WordPress.

*If your program offers academic credit for an internship, we're happy to review the requirements and see if we can meet them. Contact Tonya Agnew, director of communication, with any questions at [traqnew@purdue.edu](mailto:traqnew@purdue.edu).*