



MISSISSIPPI STATE UNIVERSITY™

OFFICE OF ADMISSIONS AND SCHOLARSHIPS

Mississippi State University – Office of Admissions and Scholarships Marketing & Communications Intern

Spring Semester 2017
Hall

Main Campus – Montgomery

Position Function:

The Office of Admissions and Scholarships houses all aspects of the Undergraduate Student Admissions process at Mississippi State University – Admissions, Enrollment Marketing, Financial Aid, Orientation & Events, Scholarships, and Student Recruitment. The Marketing & Communications Intern will specifically serve in the area of Enrollment Marketing. The intern will work under the supervision of the Social Media Specialist to create, manage and analyze social media that resonates with prospective students. The intern will also work with the Project Coordinator to support production of videos and photos for web content.

Essential Duties and Responsibilities:

1. Develop and contribute content to the Office's social media platforms and web presence
2. Maintain SnapChat account
3. Assist in managing organic and paid campaigns
4. Brainstorm new ways to connect with prospective students via social media
5. Regularly attend events and functions to take photos and video for use on social media and web
6. Learn to analyze metrics to target campaigns effectively
7. Learn to design content in Adobe Suite applications
8. Write strong, relevant copy in various social media formats (for FB, IG, TW)
9. Research and develop a series of perennial or timeless posts

Minimum Qualifications:

1. Working towards a degree at MSU in Communications, Marketing, or related field.
2. Possess a clear distinction between what it means to master your personal social media presence versus representing a University Office on social media.
3. Experience in photography, videography, and editing
4. Familiar with SnapChat and other social media platforms

Preferred Qualifications:

1. Strong interest in marketing and social media management
2. Experience with writing/editing copy for social media

Continued

Knowledge, Skills and Abilities

1. Ability to be creative and take initiative
2. Proficient in social media usage and stylistic differences between platforms
3. Ability to interview current students and staff
4. Strong writing skills
5. Strong interpersonal skills and the ability to work effectively with a wide range of constituents
6. Ability to work a flexible schedule depending on priorities and events
7. Ability to prioritize and meet deadlines
8. Ability to exercise sound judgment, discipline, and to represent the Office professionally
9. Ability to follow instruction and work independently to capture photos and video at events as advised by supervisors while also being able to improvise when necessary

Additional Information/How to Apply

Intern will be expected to work 10-15 hours per week. Position is unpaid but can be used as internship credit if approved by your department. Applicants should email cover letter, resume, and any relevant examples of their work to Stacey Gotwald at stacey.gotwald@msstate.edu. The deadline to apply is November 23, 2016.