The Media & Marketing Intern is instrumental in the routine updating and management of I-House’s website and social media channels in promoting I-House and its programs to the university and general public. The intern also participates in and is expected to contribute to communications strategy discussions, planning meetings, and developmental projects.

Given the requirements of the position, it is essential that the Media Intern be proactive, flexible, responsible, and able to complete assignments in a timely fashion. The successful candidate must be committed to I-House and be willing and able to create, build, and maintain an active and engaging media presence.

SPECIFIC DUTIES:

• Take a lead role in publicity and outreach for I-House events to students, faculty, academic departments, student organizations, and other campus units
• Design, update, and distribute informational materials through digital and print media
• Develop event-related materials, such as fliers and programs (such as for Sunday Supper)
• Assist with the design, layout, and production of brochures, newsletters, displays, signs, logos, stationery, presentations, and advertisements for I-House programs, events, facilities, etc.
• Develop and distribute weekly email newsletter
• Lead the design and publication of the I-House Traveler each quarter
• Increase I-House online presence through social media outlets
• Develop creative strategies to communicate with internal and external audiences using tools such as Facebook, Twitter, LinkedIn, YouTube, Flickr, Tumblr and others
• Research social media trends, document findings, and work with I-House staff to develop marketing strategies
• Update, manage, and maintain I-House calendar and website with current information, as needed
• Create and edit videos as needed (Great Hall, Davis Peace Prize, others)
• Photograph events, edit, and post photos as needed
• Maintain and organize photo and video archives
• Assist the Global Forum program and other I-House programs and student organizations in marketing and promoting their events
• Build and maintain collaborative relationships and partnerships with university, student, and community (media) entities to promote I-House programs
• Stay informed about I-House events and campus and partner events
• Completion of other duties and projects as assigned by the Program Coordinator and/or Director

QUALIFICATIONS:

• Proficiency with social media marketing
• Competencies in social media, graphic design, video production and editing, photography, and photo manipulation
• Strong writing and personal presentation skills
• Excellent time management, ability to manage multiple projects; Self-starter
• Ability to communicate effectively orally and in writing
• Ability to engage and successfully connect with all levels of university administration, faculty, students and the public
Media & Marketing Intern
International House, UC San Diego

Phone: 858-822-1791, Fax: 858-534-0550, Email: ihouseintern@ucsd.edu

- Ability to reach out and build relationships with media outlets (radio and TV)
- Make appropriate, responsible, and professional decisions taking into consideration their impact on I-House and its partners

REQUIREMENTS FOR EMPLOYMENT
- Must be a full-time UCSD undergraduate student for the entire academic year
- Available to work flexible hours including occasional evening events
- Attendance and active participation in training (see dates)
- Attendance and active participation in weekly staff meeting with the Program Coordinator
- Mandatory work hours in the I-House office (at least 5 hours a week)

MANDATORY TRAINING DATES:
- May 11 – June 5, 2015 – 5 hours paid training with current Media & Marketing Intern
- September 22-23, 2015 – International House staff training and teambuilding

COMPENSATION
$11.00/hour for an average of 10-12 hours/week. A minimum of 5 hours must be spent in the I-House office while the remaining 5-7 hours may be spent out of the office.

APPLICATION
Email applications to the I-House Program Coordinator, Malou Amparo, at mamparo@ucsd.edu by Friday, June 5, 2015.

Application packet must include:
- Resume
- Cover Letter (about yourself and your background)
- 500-word essay describing why you are interested in this position, your vision and goals for the position, and any past experience you may have with web-design, working with or in media, graphic design, video/photo editing and anything else you think we should know about how creative you are.