

Auxiliary Services Marketing Intern Job Description

Auxiliary Services provides a variety of products and services that support and enhance campus life for students, faculty, staff, alumni, and guests of William & Mary. The eleven departments within Auxiliary Services are; the W&M Bookstore, Williamsburg Campus Child Care, the Print Shop, Conference Services, Dining, Tribe Card Services/ W&M Express, Parking & Transportation, the McCormack Nagelsen Tennis Center, Christopher Wren Association, Vending, and W&M Trademark Licensing.

The Auxiliary Services Marketing Intern will work to create a student voice for Auxiliary Services at William & Mary through various marketing, communication, and PR initiatives. The intern will provide marketing, communication, and PR assistance to the auxiliary services through the Associate Director of Marketing & Communications and the Marketing Coordinator for Auxiliary Services to include but not limited to the following responsibilities:

- 40%- Video production, including script development, filming, and post-production
- 20%- Social media content development, including follower engagement and other growth strategies
- 20%- Photography on mobile and professional-grade devices
- 10%- Development and execution of marketing, communication, and PR strategies
- 10%- Conducts other duties as assigned by the Marketing Coordinator

The ideal hire will have experience with storytelling and video creation through trending social media platforms. Experience with traditional video production is a plus. This individual will work with the Marketing Coordinator to uncover engaging content opportunities for all departments within Auxiliary Services. They will be comfortable speaking on-camera, conducting interviews, recording voice-overs, and developing content.

Required Skills:

General knowledge of marketing and digital media best practices, advanced writing and editing skills, the ability to analyze web analytics, and demonstrated knowledge of/experience with video production through Adobe PremierePro are required. Experience with Adobe After Effects, Illustrator, and PhotoShop are a plus. The ideal candidate will be a self-starter, able to work independently and manage projects effectively with a positive attitude.

Applicants should have experience creating, curating, and managing active accounts on Facebook, Instagram, Twitter, and Snapchat. This position will work to establish an active and engaged social media following for our accounts with the incorporation of monthly contests and live video events.

The intern will work approximately 10-12 hours a week independently and with department managers at the direction of the Marketing Coordinator for Auxiliary Services to assist with, execute, and enhance a range of marketing tasks as needed.

The intern will conduct other duties as assigned by the Associate Director/Director of Auxiliary Services. The Intern will report to the Marketing Coordinator for Auxiliary Services.

Education/Experience:

Minimum: Full-time undergraduate or graduate student of William & Mary with demonstrated experience with the Adobe Creative Suite, social media management and video production.

To Apply:

Create a short video that illustrates what “Tribe Pride” means to you. Have fun and be creative! Email your resume, cover letter and a link to your video to Carrie Kelley at ckelley01@wm.edu.

Estimated Start Date:

September 2018