

SOCIAL MEDIA INTERN

REPORTS TO:

Assistant Director of Recruitment & Student Development

DESCRIPTION:

International Programs uses students to tell the story of our programs. The Social Media Intern will work directly with the Assistant Director to develop our marketing campaigns and communications, creating social media campaigns to promote our programs and events. This position helps to set the tone and look for our office for the year.

DUTIES:

- Assist with streamlining social media accounts (e.g. Facebook, Twitter, Instagram and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- Monitoring and replying to questions and comments via social media.
- Tracking growth and audience interaction.
- Promoting various IP events and programs on social media.

QUALIFICATIONS:

- You must have participated in one of our programs at some point during your Pepperdine career.
- You must be able to start work on or before August 17th, 2020, working 5-8 hours per week plus special IP events as needed.
- You are required to attend monthly all-staff meetings on Wednesday mornings.
- You must have a passion for IP and be excited to tell our story!
- You must be social media savvy with an eye for aesthetics and design.
- Able to organize content, schedule posts months in advance, and plan for social media blasts during various events and deadlines.