MARKETING, COMMUNICATIONS, SOCIAL MEDIA AND EVENTS
STUDENT INTERN

POSTED: November 3, 2021
BUSINESS: Purdue Research Foundation
POSITION TYPE: Part-time
START DATE: Immediate Availability

Responsibilities
• Maintain a content calendar for new and established programs, via Facebook, Instagram, Twitter, etc.
• Maintain and publish events calendar via website.
• Monitor social media channels and respond to feedback, questions, and concerns.
• Utilize graphic design platforms, including Adobe, InDesign, Illustrator, and Photoshop.
• Create marketing materials, including copywriting and graphic design.
• Conduct external market research to identify industry needs.
• Assist in distributing marketing materials.
• Capture, analyze, and report social media metrics.
• Compile content for weekly, monthly, and quarterly newsletters.
• Conduct interviews and write reports/news articles.
• Proofread all content.
• Manage distribution lists, publication schedule, and analytics reporting for newsletters.
• Assist with event planning, promotion, and management of all Purdue Foundry events.
• Serve as the Foundry student ambassador on campus.
• Provide administrative support as required

Knowledge/Skills/Abilities
• Proficiency with MS Office, Outlook, Adobe InDesign, Illustrator and Photoshop.
• Proficiency in content management and social media marketing.
• Proficiency in copywriting.
• Strong interpersonal relations and team-oriented.
• Ability to work independently, show initiative and use discretion in handling confidential information.
• Ability to efficiently manage multiple tasks and meet deadlines.
• Ability to take direction and absorb information quickly.
• Hardworking and dedicated.

Description of Experience
• Must be at least a junior in Marketing/Communications, journalism, or a related-field.
• Demonstrated experience in news and copywriting. (Samples required)
• Demonstrated graphic design experience. (Samples required)
• Experience in video editing and file creation is a plus.
• Experience in photography a plus.

This is a part-time position (no more than 10-15 hours per week during the academic year and no more than 25 hours per week during the summer) and the
position pay is $14/hr. If you are interested in applying, please click here to begin the process: https://www.applyatprf.com. A criminal conviction check and negative controlled substance test are required for employment in this position.

This employer is an equal opportunity, affirmative action employer. It views, evaluates, and treats all persons in all employment-related activities solely as individuals on the basis of their own personal abilities, qualifications, and other relevant characteristics. All qualified applicants for employment will receive consideration without regard to race, religion, color, gender, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran.

Purdue Research Foundation student and internship employment opportunities currently do not meet US immigration standards for students on F-1 student visas to pursue curricular practical training (CPT).

Purdue Research Foundation will not sponsor employment authorization for this position and is an off-campus employer.