

Ciocca Center for Business, Ethics, and Society
MARKETING COMMUNICATIONS
Position Description

BASIC FUNCTION

The Marketing Communications Intern is responsible for bringing awareness to the Center's focus on "major in anything and succeed in business." This will be achieved by highlighting successful alumni journeys from Holy Cross to their current business roles, and conducting interviews around the course topic via various forms of communication: articles, podcasts, blog posts, videos, social media, etc.

REPORTING RELATIONSHIP

Marketing Coordinator

PRIMARY DUTIES & RESPONSIBILITIES

- Work with the Ciocca Center to identify alumni relevant to the seminar course topic
- Connect with and interview alumni via phone, email, or video conferencing.
- Transcribe or edit interview material to promote and connect the liberal arts to the business world
- Create blog posts, podcasts, videos, graphics, etc. to share the alumni stories
- Plan and host one alumni speaker event for a student group on campus to connect to business
- Assist in managing social media channels (Facebook, Twitter, Instagram) and editorial calendar to ensure content is timely, relevant, engaging, and properly executed

QUALIFICATIONS

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to meet deadlines and anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for eight hours a week
- Understand and utilize emerging platforms, digital media, and web/social media management
- Filming video, recording audio, and editing experience a plus

BENEFITS

- Resume-building experience in marketing communications, relationship management, etc.
- *Academic credit through the Academic Internship Program is available for students enrolled in the AIP program through the JD Power Center. This would be an unpaid internship.*