

LENOIR~RHYNE UNIVERSITY

Student Social Media Internship

Office of Marketing and Communications

The Office of Marketing and Communications is looking for a tech-savvy, energetic, motivated, hard-working undergraduate or graduate student to join our team. As the social media intern, you will be an integral part of a small team and will often be required to complete tasks in short timeframes. This position aids in creating and curating content for the university's main social media channels while adhering to university branding. As a social media intern, you will learn how to approach social media professionally.

Intern Responsibilities

- Work with the digital content strategist to maintain a comprehensive strategic plan for social media content management which includes current social media sites, incorporating the university's mission and goals
- Meet with additional marketing and communications staff to plan and develop content
- Build and execute social media strategy through research, messaging, audience identification and other key factors
- Generate and edit content that builds meaningful connections and encourages campus and community audiences to engage
- Recommend new social media tools, sites, and apps as part of the social media strategy
- Assist with gathering content and sharing ideas for the social media content calendar
- Attend university events as needed to take photos, video and interview attendees for social media purposes
- Other duties as assigned

Preferred Requirements

- Familiarity and experience with social media platforms in professional settings
- Ability to work both independently and as a cohesive member of a small team
- Strong professional communication and interpersonal skills
- Knowledge of Associated Press Style
- Ability to work with hard and soft deadlines
- Attention to detail and coordination skills
- Familiarity with Instagram Reels and TikTok-style video creation
- Experience with smartphone photography and photo editing
- Access to a reliable computer or smartphone

Reports to: Dillon Nels, Social Media & Digital Content Strategist

Location: Lenoir-Rhyne University, Hickory, N.C.

Hours: Flexible hours during business hours of 8 a.m. to 5 p.m. Monday to Friday; on rare occasions, evenings and weekends required; minimum 10 hours per week required; will be based on student's course schedule; prefer students who can commit to fall and spring semesters

Compensation: Based on student need. Can be structured as work-study, student employment or to meet requirements for internship credit/requirements.

Application Requirements: Please submit examples of social media work, including three examples of videos created for/shared on social media or photography along with a resume.

Please send any questions regarding this internship to Dillon Nels at dillon.nels@lr.edu.