



# Higher Education Fieldwork Intern Position

## Marketing Assistant

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Institution: University of Redlands

Department: School of Education

Site Supervisor Name and Title: Darlene Bailey, Director of Integrated Marketing

Number of Openings: 1

Internship Description: This position will support the Director of Integrated Marketing for the School of Education. This person's main responsibility will be writing content for various platforms. This position will allow a person to gain experience in social media management, content development, and website editing.

Learning Outcomes: 1) You will learn how to write content for a specific audience.

2) You will learn how to adapt content for different platforms.

3) You will learn how to strategically select promotional items and determine their ROI

4) You will learn basic website editing.

5) You will learn the specifics are higher ed marketing 6) You will learn social media management



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Specific Duties: Tasks include: 1) content development, writing, and strategy, curating articles from faculty and staff, and writing for marketing collateral

2) Marketing analytics - reviewing and assessing results

3) promotional items - planning and inventory

4) Complete website edits

5) Interview key people for articles

6) Utilize Hootsuite for social media

7) Admin tasks as needed.

Required Skills: Excellent writing skills, resourcefulness, problem-solving, tech savvy, impeccable organization, ability to shift between tasks.

Schedule: Monday - Friday, 9am - 5pm, Each shift must be at least 2 hours long.

Start Date: Open Enrollement

Interested students may submit résumé and cover letter to:

[darlene\\_bailey@redlands.edu](mailto:darlene_bailey@redlands.edu)