

The Department of Health & Wellness (H&W) is now hiring a *Marketing & Communication Internship Leader* for the 2021-2022 academic year. This leader will work collaboratively with the staff and all other interns to support the H&W mission to use evidence-based strategies to improve student well-being at UCSB. They are liaisons to the student community and assist in the development of effective programs, services, and resources.

BASIC JOB DUTIES

- Work with professional staff to develop and implement health promotion messages, marketing, and communication strategies within a public health framework. This includes print, digital, social media, website, email, word-of-mouth, and other communication formats.
- Assist with office administration, including E-mail communication, telephone calls, survey data entry and maintenance, paperwork, filing, and organizing.
- Attend weekly team meetings and meet with the supervisor(s) as needed.
- Attend campus meetings and serve on campus committees.

INTERNSHIP DATES and PAY RATES

- Fall Training (September 13th - 22nd, 2021) \$15/hr
- Internship (September 23, 2021- end of spring quarter) \$15/hr

GENERAL INFORMATION

- One academic year (Fall, Winter, and Spring Quarter) commitment required
- Work approximately 19.75 hours per week during the school year
- Applicants must be available for training/planning beginning September 13th and work for the remainder of the summer to prepare for the fall quarter
- A limited number of SUMMER positions are available to those hired for the following academic year. Approximately 10 hours per week.
- Appointments are limited to 4 quarters, including summers; must be registered students
- Interns with excellent performance records may be invited to apply for a second-year appointment
- All positions require some late night, evening, weekend, and may include Halloween weekend and/or Deltopia, etc.
- All positions include special projects and duties as assigned

- Public speaking: Interns facilitate interactive health topic workshops for campus organizations and residence halls
- Help develop surveys and facilitate participation feedback at H&W events. Analyze surveys and complete weekly survey data management. Work to further improve H&W events based on survey feedback.

REQUIRED QUALIFICATIONS

- Marketing & Communication Leader intern is required to be proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Spark), Canva, and Google app Suite.
- Comfortability with social media trends, best practices, monitoring, and branding. Implement departmental social media strategies in Instagram, Facebook, and other platforms. Coordinate the daily social media posts and engage with our followers.
- General understanding or willingness to learn social media analytics and create reports (weekly, monthly, quarterly, annually)
- Develop marketing campaigns and projects to further promote Health, Health & Wellness Services and are in line with H&W and UCSB Branding.
- Create weekly Shoreline Emails to all UCSB undergraduates and graduate students.
- Write copy: captions, slogans, and scripts for Health & Wellness campaigns, programming, services, and student well-being.
- Update H&W Website (<https://wellness.sa.ucsb.edu>)
- Create images & content for H&W Shoreline events, tickets, posters, and emails.
- Create content and collaborate with campus partners with common goals and wellness initiatives.
- Strong communication skills and logistical organization skills; reliable, punctual, professional, detail-oriented, and self-motivated.
- Strong collaborative skills. All interns will be asked to help other interns and lead staff with various tasks.
- Accessible to, supportive/encouraging of team members: able to work well with others under pressure.
- Ability to appropriately and efficiently use communication tools (Gmail, Slack, Asana, Discord, Google Calendar, text, etc.)
- Time management skills

DESIRED QUALIFICATIONS

- Willingness to be on camera and be face of Health & Wellness in social media videos (ie. Instagram Stories, Tic Tock, etc.) and other marketing products.
- Graphic Design experience and skills (creating images, graphics, flyers, posters, editing photos for digital and print publications.)
- Videographer production experience and skills (video planning, video & audio capture, video editing, closed captioning, etc.)
- Photography experience and skills (capturing and editing photos. Lightroom, Photoshop, After Effects) Interest in careers in health promotion, marketing, communications, or related fields

Applications are due **Friday, May 28th at NOON**

Apply on UCSB's Handshake: <https://ucsb.joinhandshake.com/jobs/4822714>