



Social Media Internship

Total hours: Average of 10 hours/week (~150 hours/semester)

Rate of Pay: Scholarship per semester

Direct Supervisor: Zack Ryle, Assistant Director for Enrollment and Brand Management

Position Description:

The Mahurin Honors College (MHC) at Western Kentucky University is searching for a social media intern for the 2020-2021 academic year. This student intern will assist the Assistant Director for Enrollment and Brand Management in content creation for and management of social media channels for The Mahurin Honors College. This includes, but is not limited to, implementing strategies for Instagram, Twitter, Facebook, TikTok, and LinkedIn. A successful intern will not only assist in the growth of the Mahurin Honors College, but they will also grow their knowledge base and portfolio for future positions. This is not a credit-bearing internship.

Responsibilities for the position will include:

- Curate scholar and alumni spotlights (including special recognitions and CE/T projects)
- Take on projects that highlight interdisciplinary academics, research, Honors programming, and campus life.
- Develop and monitor metrics for this position
- Strategize new methods on how to best reach the MHC audience.
 - Includes using social media to recruit and retain students, as well as connect with alumni and parents.
- Maintain visual design of social media feeds.
- Collaborate with other interns to ensure quality, cohesive content.
- Develop and innovate new ideas to further the mission of the MHC.
- Other duties as assigned.
 - The MHC is a metric-driven team environment. There will be assignments not related to social media.

Required Qualifications

- Experience using various social media channels.
- Comfortable with project management and collaborative brainstorming.
- Creative self-starter who is comfortable with taking initiative and working collaboratively.
- Demonstrated evidence of being a task-oriented hard-worker with a positive attitude.
- Ability to communicate well with others and maintain a professional demeanor.
- Good Standing in The Mahurin Honors College.
- Flexible Schedule (outside of class).

- Not in a leadership position in another MHC scholar organization.

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Persons with disabilities, who need reasonable accommodations to participate in the application and/or selection process, should notify the office of Equal Employment Opportunity/Affirmative Action/University ADA Services (EEO) at (270) 745-5121.

Please submit your resume, cover letter, and portfolio/links to related work experience to honors.admissions@wku.edu.