

# STURGIS BUFFALO CHIP®

## INTERNSHIP OPPORTUNITY

**Job Title:** Marketing Content Associate      **Start Date:** TBD

**Hours:** Part time - meets 150-hour minimum to receive three course credits.

*This internship provides students the opportunity to continue on as a seasonal employee following completion of 150 hours.*

**Compensation:** \$10 per hour

### **Overview:**

A unique opportunity for students interested in gaining experience working as an intern within the Buffalo Chip's in-house marketing team. Work closely with and receive mentorship from each member of a fun team of marketing and media professionals with a diverse set of knowledge and skills. This internship allows students to take part in every level of the marketing process from concept to execution.

### **Responsibilities:**

- Assist in all stages of the Marketing Team's campaign executions.
- Research and gather information relevant to assignment subject matter.
- Browse photography archives and curate a set of images for a designated assignment.
- Write a blog article and/or cutlines for Buffalo Chip digital publications.
- Assist in updating written web content and copy editing as needed.
- Produce a visual content piece in a medium of your choosing (photo/video/graphic) in coordination with an active marketing campaign.
- Assist social media manager in publishing and moderating content.
- Work with public relations to help plan and execute a press event.

### **Qualifications and Skills:**

- Completion of two years of collegiate coursework.
- Strong writing and communications skills.
- Strong organizational skills and attention to detail.
- Ability or desire to produce content in video, photography or graphic design.
- Basic understanding of public relations, marketing and social media.
- Ability to manage multiple tasks and budget time efficiently in order to meet deadlines.
- Only serious applicants with a desire to fill three (3) credit hours will be considered.

**To apply, submit a cover letter, resume and your current portfolio to:**

Mary Panerio

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