Position: Digital Communication Intern

Location: STAR Campus, The Tower at STAR, 7th Floor

Pay: $18 per hour

Hours: up to 20 hours/week

CONTEXT OF THE JOB:

A complex and rapidly changing environment that includes faculty and professionals, the College of Health Sciences (CHS) is leading the charge in creating new models for translational research, interprofessional education, and innovative healthcare delivery. The College also plays a leading role on the University’s STAR (Science, Technology, and Advanced Research) Campus within the Health Sciences Complex and the Tower at STAR, which includes state-of-the-art research facilities directly linked to the Speech, Language and Hearing Clinic, Delaware Physical Therapy Clinic and Nurse Managed Health Center. The College serves a vital role in the region and partners with a broad range of regional research and healthcare providers and organizations within State government. Increasingly, the research activities of the College are cross-institutional, cross-disciplinary, translational projects that require sophisticated and often complex inter-institutional coordination.

This internship provides a current third- or fourth-year undergraduate student with an opportunity to get tangible experience in the field of digital communications, while building a portfolio of products and projects that showcase the individual’s understanding and mastery of key communication and marketing strategies and tactics.

Under limited supervision of the CHS Director of Communications and Digital Communications Specialist, the Digital Communication intern works closely with the CHS communications team to assist in the development of digital marketing campaigns, update web content for various WordPress sites managed by the college communication team, create written and visual content for the CHS social media accounts, including Facebook, Twitter, and Instagram, and support design and content management projects, as needed.

MAJOR RESPONSIBILITIES:

- In collaboration with the Digital Communications Specialist, develop, implement and monitor digital marketing campaigns to support the recruitment of human research participants for various research studies, and the recruitment of prospective students for
undergraduate and graduate degree programs offered through the College of Health Sciences.

- Track and report analytics, demonstrating the effectiveness of ongoing campaigns.
- Support the maintenance of and updates to existing WordPress websites affiliated with the College.
- Produce compelling print and digital assets, as needed.
- Adhere to University Brand Guides as well as policies and procedures governing IT/web efforts.

QUALIFICATIONS:

- Completed at least two years of an undergraduate degree in marketing, business, or communications, with a current GPA of at least 3.0.
- Strong interpersonal skills; able to work effectively with a range of professionals, including administration, faculty, staff, students, and partners.
- Strong familiarity with a variety of digital marketing channels including web, social, and email programs, able to repurpose content to optimize distribution. Knowledge of concepts or trends in social media and SEO a plus.
- Able to work independently, handle multiple tasks simultaneously and accurately, effective at setting priorities to meet competing deadlines.
- Experience working within brand standards, policies, and procedures preferred.
- Photography and design skills are a plus.

Resumes should be sent via email to Kelly Bachman at the following email address: kbachman@udel.edu