Fraternity & Sorority Life

Social Media Internship Opportunity

Overview:
The purpose of the Student Intern Program is for members of the Florida Atlantic University fraternity and sorority community to immerse themselves within the Office of Fraternity & Sorority Life, and further develop as student leaders and professionals. There are three components to the Student Intern Program:

Administrative work experience
Student interns will work on a long-term project for a minimum of one semester. If interested and applicable, this project can be continued for the second semester. Additionally, student interns will gain experience with daily operations in an active and professional work environment.

Personal and professional identity development
Our hope is for student interns to complete their experience with a heightened self-awareness of their personal and professional identity. Additional work experience and personal reflection is incorporated into the student interns’ employment.

Hard and soft skill development
Student interns will have the opportunity develop and enhance their hard and soft skills, including event planning, learning and executing administrative processes, strategic planning, conducting formal evaluations and assessments, brainstorming sessions with staff members, partnering with other departments, and developing interpersonal relationships with other graduate and professional staff members.

Learning Objectives:
• Understand the financial cycle of how the department requests funding and utilize budgets to execute signature programming
• Evaluate, assess, and make recommendations for the improvement of existing signature programs funded by the department
• Learn to effectively market and advertise programs to constituents using a variety of methods (social media, print media, in-person interaction, etc.)
• Develop relationships within and outside the department (within meaning student groups, outside meaning campus partners and the local community)

Social Media Internship
Responsibilities
• Monitor and post on Fraternity & Sorority Life social networks
• Create a social media and marketing strategic plan
• Assist in promotion of events and programs provided by Fraternity & Sorority Life
• Develop creative social media initiatives
• Track and increase followers on Twitter, Facebook, Instagram and Snapchat
• Work with the Public Relations Intern to market signature events
• Target majors: Communication Studies; Media, Technology and Entertainment; Multimedia Studies

Qualifications:
The office of Fraternity & Sorority Life is seeking hardworking undergraduate students who are self-motivated, team-oriented individuals. Additionally, the ideal candidate will have the following qualifications:
• Interest and/or experience in at least some of the following: social media, event planning and finance
• Minimum 2.5 GPA
• Strong organizational, interpersonal and communication skills
• Professional demeanor and dress
• Self-sufficient and flexible
• Experience with Microsoft Office programs
• Be affiliated and active member with a recognized fraternity or sorority

Internships for Fall 2017 are zero-credit, unpaid experiential learning courses. Additional paid opportunities may become available. To apply, please send your resume and cover letter to the Internship Manager for consideration.

Timeline:
Interns will work 5 hours per week over the course of the semester, resulting in approximately 40-50 hours. There is room for flexibility when it comes to scheduling and allowing for certain tasks and projects to be completed from home, but all interns will be required to meet bi-weekly with a Fraternity & Sorority Life staff member which will count toward their 5 hours per week. More hours can be added per week to increase the total number of hours for the internship, if there is a minimum number required.

Internship Manager:
LaVar Jamison, Assistant Director, Fraternity & Sorority Life
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