INTERNSHIP ANNOUNCEMENT

Position: Marketing Research Intern (unpaid internship – academic credit available)

Supervisors: Ann Looper Pryor ’83, Vice President, Alumni Affairs, and Kendra Wall ’16, Assistant Director, Alumni Research

Term: Spring semester, 15 hours per week

Benefits: This internship will provide: excellent, documentable experience for entry level positions in marketing, market research, and database management positions; basic training in Blackbaud’s Raisers Edge product; and for seniors, a complimentary ticket to A Charleston Affair, Saturday, May 6, 2017.

Responsibilities:
• Using social media to find “lost” alumni to update contact information, including emails, addresses, and career information;
• Contacting alumni via social media, email, and phone;
• Updating records in the alumni database;
• Promoting events and programs to alumni;
• Assisting with Spring Alumni Weekend, May 5-7, 2017; and,
• Other duties as assigned.

Qualifications: Qualified candidates must
• Be able to type 35 words per minute accurately;
• Possess a strong knowledge of social media, particularly LinkedIn;
• Be familiar with Microsoft Excel and Word;
• Possess strong written, verbal, and interpersonal communication skills, as well as the ability to effectively research and report on findings.
• Familiarity with database management is a plus. The candidate selected will receive training in Blackbaud’s Raisers Edge product.
• The ideal candidate must be dependable and display a positive, professional demeanor with staff, alumni, students, and others.

To apply: Send a cover letter and résumé to Kendra Wall at wallkr@cofc.edu. Applications will be accepted until the internship is filled. No phone calls, please.

About the Alumni Association: Founded in 1888, the College of Charleston Alumni Association represents more than 80,000 former students located across the country and around the world. The purpose of the Association is to support the College of Charleston. The Association is managed by the Office of Alumni Affairs at the College of Charleston, located in the Blacklock House at 18 Bull Street in Charleston, S.C.