

INTERNSHIP ANNOUNCEMENT



Position: Communications Intern (unpaid internship – academic credit available)

Supervisors: Ann Looper Pryor '83
Vice President, Alumni Affairs

Lauren Hurlock '14
Assistant Director, Marketing and Communications

Term of position: Start date flexible, schedule flexible, minimum 15 hours per week.

Benefits: This internship will provide excellent, documentable experience in communications and marketing, including e-newsletters, social media, direct email, and direct mail projects.

Job tasks and responsibilities may include any and/or all of the following:

- Assists in creating, editing, and distributing e-newsletters for the Alumni Association, individual schools (Business, HSS, SSM, etc.), departments (political science, real estate, etc.), and programs;
- Develops messaging and graphics for distribution across the Alumni Association's social media accounts, including: Facebook, LinkedIn, Instagram, and Twitter;
- Assists in increasing the number of followers for each of the Alumni Association's social media accounts;
- Assists with direct email and mail communications to alumni promoting events (Athletics, Cougar Club, Cougar Trail, Fall/Spring Alumni Weekends, etc.);
- Assists with Fall Alumni Weekend events, Nov. 17-19; and,
- Other duties as assigned.

Qualifications: Qualified candidates must:

- Possess excellent written, verbal, and interpersonal communication skills.
- Demonstrate user experience on Facebook, Twitter, Instagram, and LinkedIn.
- Have strong skills with Microsoft Excel and Word.
- Be dependable and display a positive, professional demeanor with staff, alumni, students, and others.
- Familiarity with any type of database management program is a plus; the candidate selected will receive training in Blackbaud's Raisers Edge.

To apply: Send cover letter and résumé to Lauren Hurlock at ljhurloc@cofc.edu. No phone calls, please.

About the Alumni Association: The College of Charleston Alumni Association, an international organization of graduates and former students, has been in continuous operation since June 13, 1888. It comprises more than 82,000 members and 40 regional chapters. The mission of the Association is "to manifest interest in, and to promote the welfare of, the College of Charleston."