

INTERNSHIP ANNOUNCEMENT



August 1, 2017

Department: Alumni Affairs

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

Supervisor: Kendra Wall '16, Assistant Director, Alumni Research

Term: Fall semester, start date negotiable, 15 hours per week minimum, may include some nights and weekends around Alumni Association events

Benefits: This internship will provide excellent, documentable experience for entry level positions in marketing, using social media for market research, and database management positions. The successful candidate will receive basic training in Blackbaud's Raisers Edge product.

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; 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 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 82,000 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.