

**The Office of the Vice President for Student Affairs is seeking a candidate for our Marketing and Communications Intern** role for 10 hours per week.

**Job description:**

Assist the Office of the Vice President for Student Affairs staff with our various social media platforms, website maintenance and Parent & Family communications, including the development and coordination of our Parent & Family Newsletter. Help to provide office coverage, greet guests and answer email and telephone inquiries. Complete research as appropriate and other duties as assigned. This position is great for a student who wants to further enhance their experience in the field of marketing and communications in an office where they will be able to also learn about student affairs and higher education.

**Main Responsibilities:**

- Manage the online presence for the Division of Student Affairs and Parent & Family Programs and maintain active communication via various social media sites (Facebook, Twitter, Instagram, etc.)
- Research and identify best practices for the utilization of social media within campus offices.
- Develop and coordinate our quarterly Parent & Family Newsletter which includes articles from various departments on campus.
- Assist with the enhancement of the Student Affairs and Parent & Family Programs websites to better share our story with the campus and the community.
- Assess the impact of social media communication on students, staff and parent/family engagement and develop strategies on how to better implement these techniques in relation to the goals of the Division.
- Aid with research and peer analyses of other institutions and create summaries as appropriate.
- Perform other tasks or projects within the office as needed.

**Learning Objectives:**

- Further develop effective verbal and written communication skills
- Enhance social media management/marketing experience
- Strengthen critical thinking and problem solving
- Gain an understanding of professionalism and confidence in working in a fast-paced environment within higher education

**Preferred Qualifications:**

- Previous experience with social media management and/or a Communication Studies or related major

- Previous experience utilizing Canva
- Strong interpersonal skills, customer service skills, and written and verbal communication skills
- Ability to keep confidentiality of the office

[https://tcnj.taleo.net/careersection/00\\_student+workers+and+work+study/jobsearch.ftl?lang=en](https://tcnj.taleo.net/careersection/00_student+workers+and+work+study/jobsearch.ftl?lang=en)