



Education Abroad
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Internship Announcement Education Abroad - Online Communications Intern

Education Abroad seeks a creative and self-motivated Online Communications Intern to assist with developing engaging and dynamic online content to support outreach and education initiatives. The Online Communications Intern must demonstrate strong writing skills and creativity and be familiar with using social media platforms in a professional manner.

The online communications intern will learn best practices for effectively managing online engagement with a public audience. In addition to having opportunities to network with communications professionals and participate in strategic initiatives, the online communications intern will develop marketable skills such as communication and project management.

This internship is open for the spring 2018 semester and can be extended through summer 2018.

Position Responsibilities:

- Generate content for and schedule daily posts on EA's social media feeds
- Promote and manage the Social Media Ambassadors program including recruiting participants, communicating with ambassadors and overseeing incentives initiatives
- Track weekly statistics for social media channels to gauge student engagement
- Help to administer photo contest during spring semester
- Initiate office campaigns that combine social media presence with in-person outreach activities
- Support social media training for program faculty and staff
- Assist with generating student-focused content for the Education Abroad website through initiatives such as the #TerpsAbroad student feature web page
- Check the EA outreach email and respond to messages
- Manage EA's photo database through Flickr including uploading new images and cataloging according to EA's archiving protocols
- Conduct benchmarking activities to inform new initiatives
- Attend conferences, meetings, and webinars relevant to position with the purpose of acquiring new information and make recommendations to supervisor about the potential value for student outreach
- Participate in strategic planning activities to support outreach and online student engagement

Qualifications:

- Strong interpersonal and written communication skills
- Attention to detail, ability to multitask and manage projects to completion
- Proven record of dependability, punctuality and ability to work independently
- Strong writing skills
- Must be a responsible self-starter with a friendly attitude and professional demeanor
- Good academic standing and maintenance of a minimum 2.5 GP

Hours:

8-10 hours per week

Compensation:

\$9.25 per hour.

To Apply:

Please send a cover letter and resume to Niku Letang at nletang@umd.edu