



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, the online communications intern will develop marketable skills such as communication and project management.

This internship is open for summer 2019 only

Position Responsibilities:

- Generate content for and schedule regular posts on EA's social media feeds
- Manage the Social Media Ambassadors program including recruiting participants, communicating with ambassadors, organizing content, tracking points, and overseeing incentives
- Track weekly statistics for social media channels to gauge student engagement
- Initiate and support digital campaigns that combine social media presence with in-person outreach activities
- Support social media training for program faculty and staff as needed
- Assist with generating student-focused content for the #TerpsAbroad student feature web page
- Check the EA outreach email, respond to messages, and organize emails
- Manage EA's photo database through Flickr including uploading new photos and cataloging according to EA's archiving protocols
- Produce, direct, and upload EA expert videos as needed by collaborating with staff
- Attend conferences, meetings, and webinars relevant to position and stay up to date on new social media features with the purpose of acquiring new information and make recommendations to supervisor about the potential value for student outreach

Qualifications:

Required:

- Major in Communication or Journalism
- 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
- Must be a responsible self-starter with a friendly attitude and professional demeanor
- Experience with Instagram, Facebook, Twitter, and Snapchat for professional use
- Good academic standing and maintenance of a minimum 2.5 GPA

Preferred:

- Experience with Hootsuite, Later Scheduler and Canva
- Proficiency with G Suite
- Experience studying or working abroad
- Professional writing experience and/or experience writing for a diverse audience

- Experience tracking social media statistics to measure audience engagement

Hours: 10 hours per week

Compensation:
\$10.10 per hour

To Apply:

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

Application closing date: May 17, 2019