Social Media and Digital Marketing Coordinator (internship)

Paid, Full-time, non-benefitted, summer (June-September 4)

Office in 1165 S. Pennsylvania Ave with occasional seating in Leo Block Alumni Center, 2190 E. Asbury Ave.

The position will be the primary point person on social media activities in support of chapters and event marketing, with additional responsibilities in email marketing and website update. This position will report to the associate director for digital engagement.

Responsibilities include

• With alumni relations program managers, digital engagement lead, and executive directors of communications and alumni relations, develop marketing strategies for alumni engagement events.

• Daily monitoring and upkeep of social media outlets for alumni chapters and alumni relations, includes posting events, responding to inquiries, and promoting important DU news.
  - Train on Hootsuite (social platform) and FB, LI, Twitter ad campaigns.

• Maintain reporting on social ad campaigns and posts, provide reports as necessary.

• Maintain alumni relations Flickr account.
  - Develop albums of approved photos.

• Develop and edit marketing emails, pull email lists, manage approvals, and prepare emails for release.
  - Train on iModules (digital marketing platform).

• Maintain alumni relations website, includes auditing pages for outdated information and updating pages with new events, information.
  - Train on Omni Update (CMS).

• Test other social/communications tools such as Trello, Slack and Google suite.

• Occasional support for Alumni Relations events and communications.

To apply, send your resume and cover letter to:
Julie Chiron, Executive Director of Communications, Donor Relations & Stewardship at Julie.chiron@du.edu.