**Montclair State University- Office of Alumni Relations**

**Title:** Communications Intern

**Location:** Montclair, NJ

**Job Type:** Co-op/Internship

**Compensation Type:** Unpaid

**Start Date:** 5/23/2016

**Close Date:** 5/13/2016

**Job Description:**

The communications intern will gain valuable experience in all aspects of developing and implementing a multi-channel communications plan, which will allow the candidate to take what she/he has learned in class and apply it in the real world. The intern also will have the opportunity to build a portfolio that will be beneficial in working toward a career in the communications industry and/or higher education.

The communications intern will work closely with all members of the Alumni Relations and Annual Giving team, including alumni coordinator, assistant directors and assistant vice president, gaining hands on experience in all aspects of the office’s communication functions, from developing multi-channel marketing plans to delivering professional, engaging messages to tracking performance.

This individual will craft impactful digital communications to send to the Montclair State alumni community, a network of over 110,000 graduates, along with donors, friends and current students.

The communications intern will assist with management of all social media vehicles, including Facebook, Twitter, Instagram and LinkedIn, and will have the opportunity to develop creative and interactive content to engage alumni.

**Primary Responsibilities:**

- **Social Media** – assist with the evaluation of current channels, research on best practices and development of strategy to have stronger presence and deepen outreach through Facebook, Twitter and LinkedIn, maintain post schedule.
- **Broadcast Email** – assist with the development of content, layout and delivery of invitations / updates in broadcast e-mail tool, assist with tracking and reporting.
- **Market Research** – assist with development, distribution and analysis of e-survey and coordination of roundtable discussions with key constituencies.
- **Digital Events** – assist with logistics, production and coordination of digital event portfolio.
• **Administrative Duties** – provide customer service to alumni and assist with email inquiries, phone calls and walk-ins as needed.

**Qualifications:**

• Enrolled in Communications Studies Program (undergraduate or graduate)
• Excellent written and verbal skills
• Effective computer skills
• Demonstrated willingness to be flexible and adaptable to changing priorities
• Strong multitasking and organizational skills
• Ability to quickly learn new skills

**Application Instructions:** Email resumes to Amy Fairclough at Fairclougha@mail.montclair.edu.