

# JONES CENTER FOR LEADERSHIP & SERVICE

## **2023/2024 JCLS Senior Marketing Intern Position Description**

The Jones Center for Leadership and Service Intern(s) help to move our department along by handling higher-level projects alongside staff members. They work 10-20 hours per week. Students must have experience with JCLS Programs or leadership experience and hold at least a 2.5 GPA. Applicants should ensure that they meet the minimum qualifications and can fulfill the responsibilities of the position.

### **JCLS Senior Intern Qualifications:**

- Demonstrate a commitment to leadership and service, through prior involvement in the JCLS or related experience
- Have and maintain a cumulative GPA of 2.5 and be in good standing with the university
- Enrolled full time (12 hours) at UT for Fall 2023 and/or Spring 2024
- Must display professionalism and contribute to a positive work environment for staff and students alike
- Exhibit a high level of commitment, organization, and follow-through
- Ability to offer and receive constructive feedback

### **JCLS Senior Intern Responsibilities:**

#### *Social Media*

- Manage and update all social media accounts for the office
- Communicate with office staff on a regular basis to develop social media plans for content posting
- Update social media content posting calendar on a weekly basis
- Serve as support for staff and student workers developing social media content
- Brainstorm and implement unique ideas to enhance engagement with social media presence
- Researching and benchmarking social media at other higher education institutions

#### *Newsletter*

- Design and distribute the weekly JCLS newsletter to staff and students
- Keep the newsletter up to date with campus activities and events, especially those within the JCLS office and with key community partners
- Promote collaboration and participation across different campus offices and opportunities
- Regularly connect with office staff about their needs for the newsletter

### *Graphic Design*

- Develop content for marketing distribution, including but not limited to: promotional flyers, social media graphics (Instagram stories, posts, etc.), internal guides, presentation PowerPoints, etc.
- Complete 1 session of Canva Training and 1 session of Brand Guidelines Training through the Student Life Communications Team
- Maintain and organize JCLS office Canva account

### *Other*

- Write and send monthly thank you notes to our donors
- Assist with the recreation and implementation of the Leadership and Diversity Certificate in partnership with Multicultural Student Life
- Carry out monthly website audits to help clear outdated information, forms, graphics, etc.
- Other higher-level projects as they come up

### *Time Commitments*

- 10-20 hours per week
- Option to serve from July 2023 – June 2024 or in accordance with the academic year

### *Compensation*

- \$13.00 per hour, paid biweekly unless on a monthly payroll (i.e., as a resident assistant)

**If you have any additional questions, please reach out to [leadserve@utk.edu](mailto:leadserve@utk.edu) for more information.**