Center for Civic Engagement
Marketing & Social Media Internship
Fall 2012
Credit & Non-credit

The Center for Civic Engagement is looking for a talented and motivated intern to work with us in utilizing new technology and social media. This intern will be vital in helping CCE build its identity on campus and shape the office’s programs and offerings. Areas of responsibility will include:

- Communications and marketing
- Website and content management
- Social media and technology
- Administrative duties

Time Commitment
Fall 2012—120 total hours required, approximately 10 hours per week

Responsibilities
- Develop and implement marketing/communications strategies
- Contribute to copy, design and distribution of online and offline marketing materials
- Manage multiple marketing projects/new initiatives
  --Email marketing: Assist in managing weekly e-newsletter
  --Website development: Create, manage, and maintain website content
  --Social media: Expand office’s presence across social platforms (currently using Facebook, Twitter, FourSquare, Flickr, LinkedIn, and QR codes)

Qualifications
- Ability to build trust, work collaboratively, creatively solve problems, foster innovation, and demonstrate a high level of integrity
- Attention to detail with strong writing and editing skills
- Experience in marketing/communications/new media and technology tools
- Strong computer skills; Experience in social media and online engagement
- Enthusiasm and passion for service is a plus

ONLY THOSE WITH SIGNIFICANT EXPERIENCE NEED APPLY

To Apply:
Submit your resume and cover letter discussing your interest, availability, and experience to: Dr. Allison Alden, Director, ASAP
Center for Civic Engagement cce@binghamton.edu
In subject line: Fall Social Media Internship
Visit our webpage: http://www2.binghamton.edu/cce/