**Marketing Intern – Job Description**

**Summer – Fall 2019**

Queens College, an engine of economic mobility, is a public institution serving New York City’s highly diverse and global population. Located in the heart of Queens on a beautiful 80-acre campus, Queens College graduates the most teachers, counselors, and principals in the NY metropolitan area, has more computer science majors than any NYC college, and has the third largest business and accounting program of any school in New York State. Students from across the country and around the world are attracted to study in our nationally recognized music, liberal arts and sciences and pre-professional programs.

With its graduate and undergraduate degrees, honors programs, and research and internship opportunities, the college helps its nearly 19,000 students realize their potential in countless ways, assisted by an accessible, award-winning faculty.

Sitting atop the highest point in Queens, NY on a beautiful 80-acre campus, the college is cited each year in the Princeton Review as one of the nation’s 100 “Best Value” colleges, as well as being ranked a U.S. News and World Report “Best College” thanks to its outstanding academics, generous financial aid packages, and relatively low costs. Additionally, the Center for World University Ranking lists Queens College in the top 5% of colleges globally for its quality of education, faculty research and alumni success.

**Objective:**

The Marketing Department is looking for an ambitious and resourceful individual who wants to build a career in communications, public relations, marketing or related fields. We offer a flexible schedule, hands-on training and support, and the opportunity to experience the non-profit marketing industry from the inside—all while helping students earn a high-quality, low-cost education.

The successful candidate will be enrolled in a major university or college; studying Marketing, Communications, Journalism, English, Media and Film, Computer Science, Graphic Design or a related field; preference will be given to students who will earn course credit for their work during the internship.

**Reports to:**
The Marketing Intern will report to the Videographer
Responsibilities:
The Marketing Intern will be responsible for assisting the Department in the development and implementation of its marketing and public relations plans through advertising, social media, web development, and outreach to students and faculty.

Responsibilities will be determined by the candidate’s skills and cater to their areas of interest, and may include:

- Assisting with the development of original content for various social media channels
- Producing creative photography and video to highlight individuals, initiatives and the campus
- Creating HTML/CSS newsletters
- Creating vector graphics for digital signage, ads, webpages and social media
- Assisting with focus groups and student outreach
- Supporting the Marketing team and the Office of Communications and Marketing in daily administrative tasks

Qualifications:
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team
- Must pay attention to detail, have excellent organization skills, and the ability to prioritize projects
- Proficiency in Microsoft Office and social media platforms required
- Knowledge in photography, Illustrator, Dreamweaver, Photoshop, InDesign, Acrobat Reader, Final Cut and/or HTML a plus.

How to apply:
To apply, please submit your resume and no more than two creative samples of work. This may include a writing sample, a portfolio of photography or graphic design, social media page for which you have created content, a sizzle reel and/or any creative sample relevant to the internship. Send documents and/or links in one email with subject line “Marketing Internship” to Lillian Zepeda, Manager of Marketing, at Lillian.zepeda@qc.cuny.edu.