

Communications & Marketing Department

Student Position**Position Summary:**

The Communications & Marketing Student will assist with various projects for the Communications & Marketing Department. The position offers many opportunities for building a strong portfolio and working in collaboration with a full-service marketing and public relations department. Students will gain real world experience serving a variety of “clients” in a university setting.

Duties and Responsibilities:

1. Office Communication
 - a. Meetings – Attend project meetings when possible to learn more about department workings and provide updates on current assignments.
 - b. Public Relations – Assist in public relations initiatives, such as campus safety and academic resources awareness campaigns.
 - c. Event Planning – Assist in event planning, event setup, and reception table at event entrance, as needed.
 - d. Office Correspondence – Write e-mails and make phone calls to complete assignments, such as setting up interviews and photo/video shoots.
2. Journalism & Mass Communication
 - a. Promotional Work – Engage in promotional work through promotional writing and use of social media platforms.
 - b. Media Relations – Write press releases for local media and assist in keeping the media contact list up-to-date.
 - c. Writing – Work on a variety of writing assignments from ad copy to press releases and for a variety of mediums (web, social media, print, etc.).
3. Visual Communication
 - a. Design – Learn basic design principles and use of industry-standard design software.
 - b. Photography – Engage in photography assignments to compliment writing assignments or for use on social media.
 - c. Videography – Learn basic videography and video editing to assist with assignments as needed.

Potential Specific Assignments:

Focus – Social media, videography, and writing

1. Kent State Ashtabula Alumni Facebook Page
 - a. Page monitoring and refresh activities
 - b. Increase page followership
 - c. Create and publish posts on a bi-weekly basis
2. Student Club & Organization Videos
 - a. Complete recording of remaining student club videos
 - b. Edit together brief clips for campus YouTube channel
3. Highlight Stories for Web and Social Media
 - a. Student Highlights – articles on student success for web, print, and social media

- b. Faculty Highlights – articles on faculty for web, print, and social media
- 4. Internal Design Projects
 - a. e-Board designs for student clubs and organizations
 - b. Print designs for internal needs (ie. departmental, safety/security campaigns, etc.)
- 5. Special Events
 - a. Faculty Appreciation Week
 - b. Student Worker Appreciation Week
 - c. Other events, as needed

Qualifications:

- Strong computer skills with Microsoft Office applications (Word, Power Point, Excel)
- Strong writing skills with the ability to self-edit and proofread
- Reliable attendance, professional conduct, and the ability to stay well organized
- Strong interpersonal communication skills to work effectively with KSU personnel

Requirements:

- Admitted to Kent State University and enrolled in 6+ hours of course work
- Declared major of Communications, English, Business, or a closely related field
- Minimum GPA of 2.5 required

Position Details:

- Reports to Communications & Marketing Manager
- Start Date: August 27, 2018 / End Date: May 10, 2019
- Salary: \$8.30 per hour
- Hours: 20 hours per week, flexible schedule (must be available to work between the hours of 8 a.m. and 5 p.m., Monday-Friday)
- Work study eligible preferred

Application Information:

Students interested in pursuing this opportunity for class/practicum credit should speak to their advisor and request an in-person meeting with the Communications & Marketing Manager. While meeting with the Marketing Manager, students will discuss what areas they are interested in gaining experience in and their current strengths. Students will be asked to bring a current resume with them to the meeting.

Application Deadline: Students interested in this opportunity should schedule the meeting mentioned above in the semester prior to which they would like to start their internship.

Contact Information:

Jason A. Tirotta
Communications & Marketing Manager
Kent State University at Ashtabula
Main Hall, Office B-110
3300 Lake Road West
Ashtabula, OH 44004
(440) 964-4567
jtirotta@kent.edu