

SAE Marketing & Outreach Internship Internship Description

This position's primary duty is to promote all Study Abroad & Exchange (SAE) Programs within International Education & Global Engagement (IEGE) initiatives that focus on marketing, outreach and recruitment on campus and across International Education (IE) networks. In addition, the SAE Marketing & Outreach Intern supports the upkeep and development of materials and resources to promote IEGE efforts and to better support students, faculty and staff at Chico State in exploring global opportunities. Under the guidance and support of the Study Abroad & Exchange Coordinator, this position will closely collaborate with professional and student staff at IEGE, campus and IE partners. Intern must meet the required number of hours (45 hours per unit – up to 3 units) to receive credit for this internship.

Responsibilities:

- Supports the development of branding guidelines for SAE/IEGE (e.g. branding manual, creating templates, organizing marketing processes)
- Develops content and material through an equity, diversity and inclusion (EDI) lens and data driven approach.
- Supports structure and processes of SAE/IEGE social media platforms (e.g. marketing campaigns, content development, etc.)
- Conducts weekly office hours dedicated to peer advising and is available for occasional evening and weekend support with special events and projects.
- Supports the SAE/IEGE outreach effort to strengthen alliances and outreach to campus partners, student clubs, organizations, etc. (emailing clubs and organizations, creating flyers, promoting events, etc.)
- Collaborates with the SAE/IEGE team (staff and student team) with marketing and outreach effort by attending and leading (in-person/hybrid and virtual) info sessions, classroom presentations, fairs, workshops, orientations, tabling, campus events, podcast development, etc.
- Attends weekly team SAE and M&O team meetings.
- Use creativity to develop recruiting techniques, create posts/flyers, podcast episodes, and strengthen audience engagement, while following branding guidelines.
- Participates in the International Wildcat Program (IWP) to foster diverse, equitable and inclusive cross-cultural spaces.

Requirements:

- Currently enrolled as a Chico State student.
- Passion for global and cross-cultural opportunities.
- Basic administrative skills (e.g. typing, basic computer applications, etc.).
- Solid organizational skills and an ability to prioritize tasks and deadlines.
- Strong skills in problem-solving, self-motivation, attention to detail and reliability.
- Flexibility and autonomy to work independently, and in collaboration with others.
- Excellent verbal communication, interpersonal and cross-cultural communication skills.
- Ability to maintain composure under pressure, and a willingness to be flexible in order to accommodate unexpected challenges and changes, during both the planning and execution of events.

Preferred (not required):

- Currently enrolled as Chico State student with at least two semesters left prior to graduation.
- Has studied abroad/away through Chico State programs.
- International experience or domestic exchange experience through prior volunteer, work, internships or other immersive involvement.