



Digital Media & Marketing Intern, Undergraduate Position Center for Social Value Creation (CSVC)

The Center for Social Value Creation at the Robert H. Smith School of Business aims to engage, educate and empower Smith students to employ business principles that help not just the bottom line, but also the world. We imagine a future where companies, communities, society and the natural world collectively thrive. Through courses, programs, and industry collaborations we help prepare our students to be business leaders able to advance economic, social and environmental prosperity. Our work is rooted in five [Principles for Better Business](#).

Summary

The Digital Media & Marketing Intern will serve as a representative of the Center for Social Value Creation. S/he will directly support the CSVC team in basic office administration, communications, social media and digital marketing. This is a part-time (10 hour/week) paid position that runs from September to May. The Intern will work from the Center's office in Van Munching Hall.

Target Dates and Stipend

December 2018 - May 2019

10 hours per week; \$12.00 per hour. (Hours and time frame negotiable within consideration)

Responsibilities

Marketing & Communications:

- Take lead on CSVC Social Media engagement (Facebook, Twitter, Instagram)
- Draft copy and source images for social media campaigns and promotions
- Lead content curation and drafting of the CSVC Biweekly Newsletters
- Support direct outreach campaigns, specifically in support of CSVC events and programs
- Support the buildout of the creative campaign surrounding CSVC's *principles for better business*
- Manage the CSVC general inbox
- Assist in web updates as necessary

Other Support:

- Assist in the planning, marketing and promotion of key events
- Assist in web updates as necessary
- Support office administration tasks such picking up mail in mailroom and monitoring the CSVC email inbox; provide response or distribute emails among team as necessary

Qualifications

- Undergraduate student at University of Maryland; [marketing experience](#) preferred
- Self-starter, seeks guidance when needed, and sees projects through to completion independently
- Ability to handle multiple projects streams, deadlines, and adaptable to a fast-paced environment
- Strong project management skills with strict attention to detail
- Excellent written and verbal communication skills
- Experience in graphic design highly preferred
- Creative thinker and problem-solver; desire to learn, challenge others, and explore new ideas
- An interest in social enterprise, social responsibility, new business models, and sustainability is a plus

TO APPLY: Send your resume and cover letter to Kimberlee Robertella Glinka at krobertella@rhsmith.umd.edu. Resumes will be reviewed on a rolling basis.