

Position Title: Marketing Intern (Student Position)
Department: Office of Marketing and Communication
Location: Brown Hall, William Jewell College
Position Type: Part-Time
Hours: 10–15 hours per week (flexible scheduling)
Compensation: Paid or Academic Credit (depending on arrangement)
Reports To: Director of Marketing and Communication

Position Summary:

The Office of Marketing and Communication at William Jewell College is seeking a creative and motivated student intern to support a variety of marketing and communication initiatives. This is a valuable opportunity for a student to gain real-world experience in storytelling, branding, and content creation while supporting the College's mission and community.

Key Responsibilities:

- Assist in developing engaging content for the College's social media platforms (Instagram, Facebook, LinkedIn, etc.)
- Write and edit stories featuring students, faculty, alumni, and events for use on the website, newsletters, and other outlets
- Support the creation of promotional materials, including flyers, email campaigns, and print publications
- Attend and capture campus events through photography and/or video
- Help monitor social media performance and gather basic analytics
- Ensure all content aligns with William Jewell's brand standards and voice
- Collaborate with the Marketing team on special projects and campaigns

Qualifications:

- Current William Jewell student (preferably junior or senior) pursuing a degree in marketing, communication, graphic design, digital media communication, or a related field
- Strong writing, editing, and communication skills
- Familiarity with major social media platforms and current trends
- Basic design experience with tools like Canva, Adobe Creative Suite, or similar software a plus
- Self-motivated, organized, and detail-oriented
- Ability to work independently and collaboratively in a fast-paced environment
- Experience with photography, video editing, or WordPress is a bonus

Learning Outcomes:

- Hands-on experience in digital and print marketing within a higher education setting
- Portfolio-building work across multiple media platforms
- Experience collaborating with professionals in a team-oriented, creative environment
- Insight into strategic marketing for nonprofit and educational institutions