



American Universities International Programs Limited

AUIP Student Marketing Internship Job Description

Overview

The purpose of the AUIP Marketing Internship Program is to support faculty, partner universities and AUIP in the campus marketing and student recruitment for programs. The Objectives of the AUIP Marketing Internship Program are:

- a. To disperse publicity materials (e.g., postcards, fliers, posters, etc);
- b. To administer face-to-face marketing (e.g., class visits, student organization visits, information tables, information sessions, study abroad fairs, etc);
- c. To contribute to social media (e.g., blog, Facebook group and fan page, Twitter, Flickr, YouTube);
- d. To track student recruitment efforts (e.g., gather email addresses, etc); and
- e. To assist with other marketing efforts as required.

Responsibilities

The student intern commitment term is:

1. For one academic calendar year (i.e., approximately mid-August to late April).
 - a. The majority of marketing will be done from mid-September to mid-November and from mid-January to mid-February with additional responsibilities throughout the academic calendar year.
2. For at least 5 hours per week during busy marketing weeks and at least 1 hour per week during slow weeks.

A student intern will:

1. Report, in person or via Skype or telephone, to the AUIP Associate Director of Marketing & Communications for assignments, updates and team meetings.
2. Coordinate tasks and communicate with the partner university's faculty and/or Office of International Education (or equivalent) staff.
3. Fulfill the Objectives of the AUIP Marketing Internship Program outlined above.

Benefits

The student intern receives:

1. Strong internship experience to develop career skills and relationships.
2. Wherever possible, internship or independent study accreditation through an appropriate department at the home university.
3. Knowledge of marketing, communications and international education fields.
4. Extensive public speaking experience and skills.
5. Networking opportunities with professionals (e.g., faculty, administrators, AUIP staff, etc) in the international education field. All new contacts are potential people for mentors, references, letters of recommendations and future jobs (e.g., program teaching assistant, graduate assistant, researcher, full-time position).
6. Public recognition for intern position via AUIP website, newsletter and social media.
7. Assistance developing resume.
8. A stipend of \$400 from AUIP or a 20 percent discount off the student's next AUIP program fee, excluding Antarctica.
9. Opportunity for freebies (e.g., book review copies, sample gear, supplier paraphernalia, etc).
10. Preference for future AUIP in-country interns.

Qualifications

A candidate must:

1. Have completed an AUIP program.
2. Currently be enrolled in an undergraduate, graduate or doctoral program at an AUIP partner university.
3. Be in good academic and judicial standing.

A successful candidate will:

1. Have completed at least two years of college.
2. Have strong written and verbal communication skills, especially in public speaking.



3. Have very strong interpersonal communication skills.
4. Have the ability to work independently and with limited supervision.
5. Have a positive attitude.
6. Have a personal interest in the fields of marketing and communications and/or international education.

Application & Selection Process

To apply for the AUIP Marketing Internship Program, a student will:

1. Complete the AUIP Marketing Internship Program Application.
2. Sign the AUIP Intern Contract.
3. Be available for a Skype phone and/or video interview.
4. Submit the completed application and signed contract by July 25, 2011 at 5 p.m. EST. Submit the documents as attached Microsoft Word or PDF documents to eleonor@auip.com.

AUIP interns will be selected by:

1. AUIP Associate Director of Marketing & Communications and AUIP Director of Academic Affairs.
2. Partner university faculty and Office of International Education (or equivalent) staff.