



## American Universities International Programs Limited

### AUIP Student Marketing Intern 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 page, Instagram, Pinterest, 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 calendar year (i.e., approximately February to mid-December).
  - a. The majority of marketing will be done from mid-February to mid-April and from mid-August to mid-November with additional responsibilities throughout the year.
2. For at least 2-3 hours per week, with 3-5 hours per week required twice a semester on weeks during study abroad fairs and when an AUIP representative is on campus.

A student intern will:

1. Report, in person, via Skype, telephone or email, to the AUIP Marketing and Communications team and the home university contact for assignments, updates and team meetings.
2. Provide status updates of ongoing work via an online tracking system.
3. Coordinate tasks and communicate with the home university's faculty and/or Office of International Education (or equivalent) staff.
4. 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 and social media.
7. Assistance developing resume.
8. A stipend of \$400 from AUIP or a 20% discount off the student's next AUIP program fee, excluding Antarctica. Paid after successful completion of the first semester of the internship or upon meeting the objectives outlined above, whichever comes later.
9. Opportunity for freebies (e.g., book review copies, sample gear, supplier paraphernalia, etc.).



### **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 adequate time to dedicate to the internship.
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 2017 AUIP Student Marketing Internship Application.
2. Be available for a Skype phone and/or video interview.
3. Submit the completed application by **February 1, 2017** at 5 p.m. EST. Submit the documents as attached Microsoft Word or PDF documents to BrocheAroe Fabian at [marketing@auip.com](mailto:marketing@auip.com)

AUIP interns will be selected by:

1. AUIP Marketing and Communications team
2. Home university faculty and Office of International Education (or equivalent) staff