



## **American Universities International Program Limited**

### **AUIP Student Marketing Intern Job Description**

#### **Overview**

The purpose of the AUIP Marketing Internship Program is to support faculty, the university's Office of International Education (or equivalent) and AUIP in the campus marketing and student recruitment for study abroad programs.

The objectives of the AUIP Marketing Internship Program are:

- a. To distribute publicity materials (e.g. postcards, fliers, posters, email campaigns etc.);
- b. To conduct face-to-face marketing and event organization (e.g. class visits, student organization and club visits, information tables, information sessions, study abroad fairs, casual meet ups etc.);
- c. To contribute to social media with photos, videos and written content (e.g. AUIP blog, Facebook page, Instagram, Twitter);
- d. To assist with administration (e.g. mailing lists, email account monitoring, monthly reporting on campus activities)
- e. To assist with other marketing efforts as required.

#### **Responsibilities**

The student intern commitment term is:

1. For one year (i.e. Academic year: August to May or Calendar year: February to December).
2. For approximately 2-3 hours per week, with 3-5 hours per week required on weeks during study abroad fairs and information sessions.
3. The weekly task lists take into account the academic calendar and can be somewhat flexible to suit your workload.

A student intern will:

1. Report, via Zoom, 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 (Trello board).
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, fellow interns etc.) in the international education field.
6. A reference letter based on performance and achievements.
7. A stipend of \$400 from AUIP, paid after successful completion of the internship or upon meeting the objectives outlined above.

## **Qualifications**

A candidate must:

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

A successful candidate will:

1. Have adequate time to dedicate to the internship.
2. Have strong written and verbal communication skills.
3. Have strong interpersonal communication skills.
4. Have the ability to work independently and with limited supervision.
5. Have a positive attitude and be enthusiastic about study abroad.
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 Student Marketing Internship Application Form and Task online.
2. Be available for a Zoom or Skype interview.

AUIP student interns will be selected by:

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