

Communications Internship – Social Media and Videography Position Description

- Position:** Communications Intern – Social Media and Videography Emphasis
- Location:** Center for Leadership Learning
- Hours:** Combination of day and evening shifts with 12 hours *maximum* per week
- Start/End Dates:** Start Date: Monday, September 18, 2023; End Date: Friday, June 14, 2024
Mandatory Orientation Training: September 18 – 22, 2023
Mandatory Mid-year Planning Meeting: Saturday, January 13, 2024
Mandatory Annual Leadership Conference: Friday, February 2 - Saturday, February 3, 2024
- Compensation:** \$16.75 per hour and transcript notation for internship position

Internship Description:

This position is a 3-quarter commitment and open to undergraduate students who do not hold another paid campus employment position. DACA and work-study eligible students and international students are encouraged to apply. CLL is preparing to be in-person for AY 2023-2024 pending campus approval, however applicants should be open and willing for a hybrid model of both remote and in-person work.

Under the supervision and direction of the Center for Leadership Learning (CLL) Director, the Communications – Social Media and Videography Intern develops and coordinates all electronic marketing and promotion, photography, and videography on behalf of the CLL. The CLL is a special academic program designed to provide leadership education and professional development opportunities for undergraduate students.

Internship Duties

Communications – Social Media and Videography Intern duties include, but are not limited to:

1. Creating and maintaining regular and consistent presence on a variety of social media platforms, with specific emphasis on Facebook, Twitter, Instagram, Discord, and LinkedIn, utilizing videography.
2. Capturing digital imagery that reflects the purpose and mission of the CLL. Imagery is collected via spontaneous videography during quarterly workshops and special events in addition to coordinated digital recording opportunities to build marketing archives and to create promotional videos. Videography is also utilized to promote CLL services, document CLL events, and highlight the impact CLL has on students' learning and development.
3. Maintaining video archives of CLL activities and work actively to update imagery and video downloads on the CLL website and other social media platforms.

4. Assisting with scheduling and maintaining regular and consistent campus-wide promotion of the CLL's services and activities via display boards, TV/LCD ads, and departmental email listservs and social media channels.
5. Assisting in maintenance of CLL database by uploading social media analytics and review quantitative and qualitative data regularly to help highlight and emphasize the impact CLL programs have on students.
6. Collaborating with Communications Interns and entire CLL staff to create innovative marketing strategies to increase awareness of the Center for Leadership Learning among the campus community, with special emphasis on undergraduates.
7. Actively seek opportunities to educate targeted student populations, organizations, clubs, and campus programs and academic departments about the CLL and its services.
8. Actively collaborate with Undergraduate Education Communications team to develop cohesive messaging and branding for the CLL.

General Duties

General program and office duties include, but are not limited to:

1. Delivering and facilitating program information sessions for the undergraduate community, with specific concentration on student academic clubs, organizations, and other student services units. Participating in seasonal tabling events to help promote the CLL, such as, but not limited to Fall Welcome events, Decision Day events, and CLL-specific events.
2. Maintaining knowledge and understanding of CLL's certificate-bearing programs – the Cultivating Leaders for Social Change (CLSC) program and the Student Leadership Development Program (SLDP) – along with any other programs and events introduced through the academic year.
3. Helping maintain regular, consistent, and professional communication with active participants and prospective students regarding quarterly workshops, development programs, upcoming events, and any other program announcements via print, electronic and social media communications.
4. Advising active and potential student participants on certificate-bearing program requirements and other events and services offered through the year.
5. Providing administrative support including: monitoring student program registration and workshop participation, and various aspects of program planning as needed. Helping with general office duties such as front-desk reception and customer service, answering phones, filing, making photocopies, retrieving daily mail, monitoring supply inventory, and other duties as assigned.
6. Supporting CLL's marketing and recruitment efforts by providing feedback on marketing materials and other publicity items and actively seeking and creating opportunities to promote and educate the campus community about the CLL and helping recruit students to participate in the leadership and professional development programs offered by the CLL.

Position Requirements

Requirements for the Communications - Videographer Intern position are as follows:

1. Must be an enrolled undergraduate student in in good academic standing.
2. Knowledge and demonstrated experience with digital recording, editing software, and/or digital video platforms.
3. Must attend a MINIMUM of 2 CLL Leadership Essentials workshops per quarter in conjunction with internship duties. Must have the ability and willingness to arrange class schedule and extra-curricular activities each quarter to do so.
4. Must have the ability and willingness to arrange class schedule and extra-curricular activities EVERY quarter to work a MINIMUM of 2 evenings during the hours of 4:00pm – 8:00pm, Monday – Thursday.
5. Must arrange schedule to attend mandatory weekly staff meetings during Fall, Winter, and Spring quarters. Staff meetings are typically scheduled on Wednesdays anytime between 4–7pm. Once a work schedule is arranged at the beginning of each quarter, there is little flexibility to make changes and all CLL Interns are expected to adhere to a set schedule.
6. MUST ARRANGE schedule to participate in staff training, planning meetings, and annual leadership conference hosted by the CLL, including, but not limited to: new intern orientation and training from September 18 – 22, 2023, mid-year planning meeting on Saturday, January 13, 2024, and Aggies Leading the Way! Undergraduate Leadership Conference on Friday, February 2 - Saturday, February 3, 2024.
7. Must read 2-3 leadership development books, as assigned by CLL Director, prior to staff orientation and training. Books will be supplied to each staff member 2 months prior to staff orientation and training.
8. Have a keen interest in leadership development and the ability to work well with a diverse group of students, staff and faculty while demonstrating judgment, integrity and sensitivity to confidentiality and privacy.
9. Be highly organized, can pay close attention to detail, produce work with high accuracy, and be reliable and responsible. Must also be a self-starter and someone who takes initiative, especially with developing means in which CLL could operate more effectively and efficiently.
10. Be able to work independently or as part of a team on specialized projects and during events. Must also be able to effectively work with deadlines and produce work quickly.
11. Be willing to maintain a positive work environment and be able to demonstrate a flexible and professional work ethic.
12. Have knowledge of and/or experience with professional etiquette and office tasks, including professional dress code and appearance, customer service and front-desk reception, telephone usage, data entry, filing, facility set-up, and general operation of office equipment (fax, copy, and computer).
13. Have the ability to lift and move boxes or furniture weighing up to 30lbs.

14. Have knowledge of University policies and conduct and the UC Davis Principles of Community.
15. *Preferred, but not required*, skills include: experience with special event planning and coordination; public speaking with various sized audiences; communicating and working with diverse ages and professional levels; prior knowledge of leadership studies including theory, models, styles, concepts, and current trends.
16. *Preferred, but not required*, experience include: Completion of one or multiple certificate programs issued by the CLL; previous knowledge and experience with building community, peer-to-peer mentoring and/or coaching; experience with program development and implementation.

How to Apply:

Submit the Center for Leadership Learning Employment Application **AND** current resume to CLL Director. **Priority application deadline: 11:59pm on March 12, 2023.** First round of interviews will begin April 3, 2023. Applications will be accepted until all positions are filled. **Applicants are strongly encouraged to apply by priority deadline.**

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