

Communications Internship Position Description

- Position:** Communications Intern
- 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 14, 2020; End Date: Wednesday, June 30, 2021
Mandatory Training & Orientation: September 14 – 24, 2020 (excluding Sunday)
Mandatory Mid-year Planning Meeting: Saturday, January 9, 2021
- Compensation:** \$13.75 per hour and transcript notation for internship position

Internship Purpose: Under the supervision and direction of the Center for Leadership Learning (CLL) Director, the Communications Intern develops and coordinates written communications, photography, videography, and electronic marketing and promotion on behalf of the CLL.

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. Under the supervision and direction of the Center for Leadership Learning (CLL) Director, the Communications Intern develops and coordinates written communications, photography, videography, and electronic marketing and promotion 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 Intern duties include, but are not limited to:

1. Developing and producing written communications on behalf of the CLL to tell the stories and experiences of student participants, workshop facilitators, and other key stakeholders to promote CLL's effectiveness and value to the campus community.
2. Strengthening and enhancing current content on CLL marketing materials, website, and promotional items.
3. Submitting written pieces to maintain regular and consistent promotion of the CLL's impact on students via campus-wide communications outlets such as Aggie Voices, MyUCDavis, Dateline, Student Affairs e-newsletter, and other relevant outlets.
4. Creating content for CLL's electronic monthly newsletter distributed to the campus community and the CLL's weekly program announcements to active student participants.
5. Updating and maintaining regular and consistent presence on a variety of social media platforms, with specific emphasis on Facebook, Twitter, Instagram, and LinkedIn.
6. Distributing the CLL's electronic monthly newsletter to the campus community and distributing weekly CLL program announcements to active student participants.

7. 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.
8. Capturing digital imagery, both photography and video, that reflects the purpose and mission of the CLL. Imagery is collected via spontaneous photography during quarterly workshops and special events in addition to staged photo- ops to build marketing archives and coordinated digital recordings to create promotional videos.
9. Maintaining photo and video archives of CLL activities and work actively to update imagery and video downloads on the CLL website and other social media platforms.
10. Actively collaborating with CLL Graphic Design Intern to create new and innovative marketing strategies and promotional activities to increase awareness of the CLL among the campus community, with special emphasis on undergraduates.
11. Actively seek opportunities to educate targeted student populations, organizations, clubs, and campus programs and academic departments about the CLL and its services.

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 Student Leadership Development Program (SLDP) and the Diversity Leadership Development Program (DLDP) – 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 Intern position are as follows:

1. Knowledge and demonstrated experience with graphic design software, photography and/or video recording and editing.
2. 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.
3. 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.
4. Must arrange schedule to attend mandatory weekly staff meetings during Fall, Winter, and Spring quarters. Staff meetings are typically scheduled on Wednesdays anytime between 5–8pm. 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.
5. Must arrange schedule to participate staff training and planning meetings typically conducted on-site at the Center for Leadership Learning, including, but not limited to: new intern orientation and training from September 14 – 24, 2020 (excluding Sunday) and mid-year planning meeting on Saturday, January 9, 2021.
6. Must read 2-3 leadership development books and complete 1 online leadership assessment, as assigned by CLL Director, prior to staff orientation and training. Books and access to online assessments will be supplied to each staff member 2 months prior to staff orientation and training.
7. Must 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.
8. Must be highly organized, have the ability to 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.
9. Must 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.
10. Must be willing to maintain a positive work environment and be able to demonstrate a flexible and professional work ethic.
11. Must 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).

12. Must have the ability to lift and move boxes or furniture weighing up to 30lbs.
13. Must have knowledge of University policies and conduct and the UC Davis Principles of Community.
14. *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.
15. *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 via email or in person by **5:00pm on Wednesday, March 25, 2020** to:

Christie Navarro, Director
Center for Leadership Learning
1350 The Grove
Email: cdnavarro@ucdavis.edu