

## 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 13, 2021; End Date: Thursday, June 30, 2022  
Mandatory Orientation & Training: September 13 – 18, 2021  
Mandatory Mid-year Planning Meeting: Saturday, January 8, 2022  
Mandatory Annual Leadership Conference: Friday, January 28 - Saturday, January 29, 2022
- Compensation:** \$14.75 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 2021-2022 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. Updating and maintaining regular and consistent presence on a variety of social media platforms, with specific emphasis on Facebook, Twitter, Instagram, Discord, and LinkedIn.
2. 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.
3. Create videos to promote CLL services, document CLL events, and highlight the impact CLL has on students' learning and development.
4. 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.

5. 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.
6. Review quantitative and qualitative data to create visual representations that help highlight and emphasize the impact CLL programs have on students.
7. 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.
8. Actively seek opportunities to educate targeted student populations, organizations, clubs, and campus programs and academic departments about the CLL and its services.
9. 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 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 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 13 – 18, 2021, mid-year planning meeting on Saturday, January 8, 2022, and Aggies Leading the Way! Undergraduate Leadership Conference on Friday, January 28 - Saturday, January 29, 2022.
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 by **11:59pm on Friday, March 26, 2021** to:

Christie Navarro, Director  
Center for Leadership Learning  
Email: [cdnavarro@ucdavis.edu](mailto:cdnavarro@ucdavis.edu)