Position Announcement
Marketing Intern for the Student Handbook Program
Department of Campus Activities

Purpose of organization
The Student Handbook serves primarily as a guide to policies and procedures, including the Code of Student Conduct, for students at North Carolina State University. The online Student Handbook also functions as a source of information on policies and procedures, daily, weekly, and monthly student event/activities, advice on student success, and links to student organizations. The printed version functions as a reference guide to frequently used policies and procedures and is distributed to new students. The Student Handbook program is coordinated through the Department of Campus Activities.

Purpose of position:
The Marketing Intern is responsible for assessing and developing an effective marketing plan to 1) educate students on the importance of “staying in the know” about campus events and activities and 2) promote the use of the Student Handbook website as a primary source of event information for students.

Position responsibilities
✓ Work with Campus Activities staff to develop and implement an assessment plan to identify what students want in a campus calendar, develop a dynamic identity for the student handbook website that attracts students, and best methods for marketing to students.
✓ Assess current campus calendars and identify ways to avoid duplication and combine efforts.
✓ Use assessment to make recommendations for rebranding the student handbook calendar.
✓ Assist Campus Activities staff in working with designers and programmers to make recommended changes to the student handbook calendar.
✓ Develop a guide for student affairs professionals on how to market effectively to students.
✓ Develop training materials for a “module on the go” that student affairs staff (professional and student) can use to train students on how to stay in the know.

Qualifications & skills:
✓ Bachelor’s degree in marketing research and development or related -educational background required
✓ Experience working with print and web design and/or web programming desirable, but not required.
✓ Experience working in student affairs, college personnel, and student activities or related field desirable.

Compensation: $13,000 stipend plus $1350 in health benefits.


Application process: Applications will be accepted until position is filled.
✓ Send letter of interest, resume, and 3 references to:
  Jennifer Bell
  Associate Director
  Department of Campus Activities
  NC State University
  Campus Box 7306
  1202 Talley Student Center
  Raleigh, NC 27695
  Phone: 919.515.2441
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