



INTERNSHIPS & CO-OPS

Department of Educational Leadership

Website: <https://edlr.education.uconn.edu>

Internship Title: Digital Media and Design Internship

Academic Year: 2018-2019

Application Period:	Now– Friday, April 13th
Application Process:	Submit a cover letter and résumé via email to helen.schafer@uconn.edu with subject line, “Digital Media and Design Internship” - {Your Name}
Application Materials:	Résumé and Cover Letter
Location:	Gentry– Neag School of Education
Eligible class standings:	Sophomore, Junior, Senior,
Minimum GPA to participate:	2.00/4.00
Credit:	The Department of Educational Leadership is open to working with academic departments to arrange credit for this internship. Please see guidelines for earning academic credit for your internship here .
Compensation:	Unpaid
Hours:	Between 5-10 hours a week

Description of Internship Provider:

The Department of Educational Leadership is located with the NEAG School of Education and is comprised of both undergraduate and graduate programs.

Description of Internship Position:

Design Media and Design Intern will work directly with Digital Media Manager and Social Media Assistant (also a student intern) to support UConn’s Department of Educational Leadership (EDLR) social media presence and marketing efforts. The Design Assistant will create design work for large audiences while learning about social media best practices in higher education and how social media fits into a higher education institution’s communication plan. These initiatives are primarily based on the needs of the Department of Educational Leadership, but will also include other ongoing or seasonal promotion.

An ideal candidate is expected to have experience with social media on a personal level, but organizational or business use is preferred. The Design Media Intern must have experience creating quality graphic designs for professional purposes. Digital Media Intern must be able to think strategically to assist in maintaining UConn’s EDLR web presence; contribute quality, creative ideas to social media plans; and serve as a brainstorm partner to Digital Media Manager. events held by the department each semester.

Interns will perform the following tasks:

- Creating multimedia content such as: photos, graphics, videos, etc.
- Proposing digital campaigns that integrate with traditional media and the organization’s larger promotional strategies
- Assisting in monitoring and content creation for various social media platforms
- Attending meetings with Digital Media Manager
- Researching best practices of social media in higher education

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Required Qualifications:

- Eye for Design and relevant content to target markets
- Ability to complete work by scheduled deadlines
- Knowledge of Social Media (Facebook, Twitter, Instagram, Pinterest, Youtube, Google+, LinkedIn, Tumblr, Snapchat, etc.) (Not all platforms will be utilized)
- Flexibility and open-mindedness and the ability to deal with uncertainty
- Ability to consistently learn and grow, ask pertinent questions
- Ability to work individually and collaboratively
- Energetic with a desire to contribute creative, fresh ideas to grow EDLR's online presence
- Knowledge of graphic design software (i.e. Photoshop)

Preferred Qualifications:

- Excellent written and verbal communication skills, strong editing skills
- Prior experience in Marketing, Communication, PR, Graphic Design, etc.
- Knowledge of MAC OS
- Photography/Videography Skills
- Knowledge of photo editing/video editing software (i.e. Adobe Premiere, iMovie)

For more information about internships with this department, please contact:

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