



Social Media & Graphic Design Internship

UNL Career Services supports Nebraska students in their career development through education, individual and group advising, employer connections, and faculty collaborations. We are looking for a creative, detail-oriented student to assist with the social media and design efforts in our office. This position provides a hands-on opportunity to work on various marketing/communications projects, giving the intern a wide variety of experiences.

Key projects include creating and updating office marketing materials, building social media inventory, tracking social media impact, and assisting with our website updates. Applicants should possess strong design, communication, organization, collaboration, and social media platform skills.

Requirements:

- Current UNL Student
- Available to work 15-20 hours per week within the office hours of Monday through Friday, 8 am-5 pm. This is an in-person position for the 2022-2023 academic year. The internship will run from mid-August (the start of the semester) to early May. If candidates are available, an earlier August start date is available.
- Proficient use of numerous social media platforms, including Facebook, Instagram, TikTok, Twitter, and LinkedIn
- Excellent communication skills, both verbal and nonverbal (including accurate spelling and grammar)
- Ability to take high-quality photos and captivating videos to help increase engaging social media interaction.
- Ability to design within the Career Services office style (using our existing style guide and parameters).
- Proficient use of the Adobe Creative Suite and Microsoft Office programs
- Comfortable receiving and implementing constructive feedback.

General Responsibilities

- Maintain office branding and online presence and assist in the design/implementation of our digital & print marketing strategy
- Develop, monitor, and refine marketing campaigns to grow our impact.
- Curate content for each of our social media platforms to help grow, inform, and inspire our followership.
- Define campaign objectives, measure success for campaigns and report on successes or failures
- Assist in writing and filming original videos for our social media channels
- Track engagement insights to further develop relevant content
- Assist with graphic production and execution of print and digital graphics, including event flyers, signage, brochures, coaching tools, presentations, and more
- Complete projects in a timely and complete manner, as directed by staff.
- Amplify the efforts of our career services team and help implement our vision

To Apply

- Provide a resume, cover letter, and three specific examples of projects or campaigns you have created that demonstrate your social media and/or graphic design aptitude.

Start Date

Position would start the first week of the semester but would be open to an earlier start if it worked in the intern's schedule.