

## **Summer Marketing Specialist Intern (Hybrid) – Bentley University Office of Sustainability**

The Bentley University Office of Sustainability seeks an energetic, self-starter for a full-time paid internship during summer 2024.

**Description** – The Office of Sustainability is seeking an intern to assist with managing the Office of Sustainability’s outward image during the summer. The intern will work with the office’s Communication and Engagement Manager to create unique content for the Office of Sustainability that will support the office’s goal for developing strategic communication and engagement. This intern will be responsible for creating content and managing the Office of Sustainability’s social media channels including Instagram, TikTok and LinkedIn. The student will also be creating content for Fall 2024 to communicate programs and initiatives related to the university’s Sustainability Climate Action Plan.

The candidate must possess strong written and oral skills. They should be organized, detail oriented, and reliable. The student should have a working knowledge of graphic design software such as Canva, Adobe Illustrator, and/or Photoshop. Candidates should understand social media strategies, organizational skills, and have strong copywriting skills.

### **Intern Responsibilities –**

1. Manage the Office of Sustainability’s social media channels – Instagram, TikTok and LinkedIn.
2. Create original content for the social media channels mentioned above.
3. Research content for Office of Sustainability’s LinkedIn profile.
4. Prepare educational materials for the 2024/2025 academic year including but not limited to signage and educational campaign materials, “how-to” guides, poster, flyers, newsletters and other documents highlighting the office’s sustainability pursuits.
5. Support the office’s Communications and Engagement Manager in creating content highlighting the office’s data collection (surveys, assessment, engagement metrics), research and reports.
6. Supports Office of Sustainability in implementing and planning strategic projects and goals for upcoming academic year.

**Schedule** – Approximately 11 weeks: June 3, 2023 – August 16, 2024, 35-hour weeks, 8:00 am – 5:30 pm Monday – Thursday. The start and end dates of this position are flexible depending on the schedule of the candidate. We will work with you to make sure you have enough flexibility to feel comfortable. This position will be hybrid.

**Reporting Structure** – Intern will report to the Office of Sustainability’s Communications and Engagement Manager.

**Compensation** – \$20.00/hour; additionally, the intern may be eligible for a housing stipend of \$1,000 per month during the internship.

**Please submit a resume, cover letter and a sample of your design work to the Office of Sustainability at [GA Bentley Sustainability@bentley.edu](mailto:GA_Bentley_Sustainability@bentley.edu) by Wednesday, March 27, 2024. For any questions, please reach out to Andrew James, Communications and Engagement Manager, [ajames@bentley.edu](mailto:ajames@bentley.edu).**

### **Resources –**

Office of Sustainability website: [www.bentley.edu/Sustainability](http://www.bentley.edu/Sustainability)

Instagram: <https://www.instagram.com/sustain.bentley/>

TikTok: <https://www.tiktok.com/@sustain.bentley?>

LinkedIn: <https://www.linkedin.com/company/bentley-university-office-of-sustainability/>