**SGA Social Media/Marketing Intern**

Job Description:

* Identify target audiences and understand their behaviors and habits
* Determine the best media outlet mix for SGA campaigns
* Create and monitor a social media schedule
* Oversee social media account's design (e.g. Facebook timeline cover, profile pictures, etc.)
* Stay up-to-date with current technologies and trends in social media, design tools and applications
* Suggest and implement new features to develop SGA awareness, like promotions and competitions
* Evaluate the success of the media strategies and campaigns and report the findings to the SGA
* Attend the at large SGA meeting to give reports, and attend committee meetings at the request of the committee chairs

Requirements:

* UIS student with a preference to undergraduate students
* Highly familiar with the platforms Facebook and Instagram
* Familiarity with website upkeep
* All majors may apply with a preference given to Business Administration, Communication, Management, Management Information Systems, and Marketing

Hours: 4-10 hours a week

Field Advisor: Cynthia Thompson

Stipend: $1,500