



Marketing Internship Job Description

Title:	Marketing Intern
Department:	Marketing and Communications
Supervisor:	Director
Category:	Internship (Stipend and/or, if applicable, for credit)
Status/Type:	Temporary

Position Summary:

The Marketing Internship is an exciting opportunity for someone who has an interest in the marketing or communications field. As a Marketing Intern, you'll work on projects with the Marketing & Communications team and assist the staff while gaining practical marketing knowledge and experience in a higher education setting. Candidates should be motivated and driven to apply their education and skills, work well with a team and be open to learning a variety of different principles and concepts. The successful candidate will be a vital part of the University's communications team tasked with telling the story of Finlandia University's students, staff and alumni. The most qualified candidate(s) will have experience using YouTube, Snapchat, Twitter, Facebook and Instagram for marketing purposes.

Required Qualifications, Skills and Knowledge:

1. Enrolled in an undergraduate program at Finlandia University focused in communication, marketing, graphic design, art and design, liberal studies, public relations or similar field.
2. Comfort or interest in using a digital camera for photography and videography.
3. Comfort or interest in using Adobe Photoshop, Lightroom, Premiere or similar software sets such as Canva.
4. Project management skills to manage varied editorial schedules and deadlines.
5. Demonstrates initiative, leadership skills, high character and self-driven.
6. Competent in word processing and spreadsheet software.
7. General understanding of message differentiation between audiences.
8. Demonstrated ability to write clear and effective copy for digital formats.

Essential Responsibilities (*include but are not limited to*):

1. Branding: Learn how to familiarize yourself with brand guidelines. Maintain consistent use of words and images to promote a positive Finlandia University brand image across all content channels.
2. Content Creation / Design: Learn how to use user-friendly design programs like Adobe Creative Suite/Canva to create content for digital and print mediums.
3. Social Media: Stay up to date on latest trends. Create content, write captions, schedule and post on social media
4. Photography and Videography: Familiarize yourself with taking photos and videos for various uses and mediums. Learn how to edit photos and assist in management of photography and videography library.
5. Writing: Write and edit web content and articles with a clear understanding of the intended audiences and outcomes.
6. Website: Learn the basics of making website changes and updating content.
7. Collaborate: Collaborate with the Marketing & Communications team in the strategic planning and execution of brand initiatives and other campaign activities.
8. Search Engine Optimization (SEO): Research best SEO practices with team and discuss its effect on content development.
9. Complete special projects as assigned by management.
10. Fulfill general administrative tasks.
11. Event setup & take down.
12. Participate in special promotions around the area which may include weekends.

Application Procedure:

E-mail or drop off a letter of recommendation and application addressing qualifications for the position along with a resume to:

Jordan Shawhan
Director of Marketing and Communications
Finlandia University
200 Michigan St, Ste. 618
Hancock, MI 49930
jordan.shawhan@finlandia.edu

Applications will be accepted until the position is filled. Limit 1 per semester.

For additional information regarding this position, please contact Jordan Shawhan at (906) 487-7348 or jordan.shawhan@finlandia.edu.

As a learning community Finlandia University recognizes and affirms the dignity and worth of all people and cultures. We will strive to provide an institutional climate that does not perpetuate or tolerate forms of discrimination. We are committed to recruiting, developing and retaining a qualified and diverse faculty, staff and student body.

Finlandia University does not discriminate on the basis of race, color, national origin, sex/gender, age, disability, religion, veteran status, familial status, height, weight, socioeconomic status, sexual orientation, genetic information, or any other category protected by applicable law in admissions, employment, athletics, programs, and activities. The following office has been designated to handle inquiries regarding the non-discrimination policies or gender equity concerns: VP Academic Affairs/Title IX Coordinator, Mannerheim #150.

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