MARKETING INTERN

Student Involvement Center

FRESNO STATE | Student Involvement

Position Description

This position is a creative and driven student that will support the Student Involvement Center to increase brand awareness and engage with the campus community by creating and curating visual and written content on social media. As an intern on the adaptable, quick-paced Student Involvement team, they will gain practical experience in branding, client services, public relations (PR), content creation, and multimedia production.

Type:	Unpaid internship (150 hours maximum) – current Fresno State students only
Supervisor:	Integrated Marketing Coordinator
Schedule:	10 hours per week; flexible, may include special hours during events
Openings:	2 (Fresno, CA – In-person)

Responsibilities

- Develop and create social media campaigns that align with our brand identity and marketing goals.
- Create engaging visual content, including photography, and videography, for use on our website, social media channels, and other marketing materials.
- Strategically conceptualize, execute, direct, and synchronize photo and video shoots to ensure the seamless realization of creative vision.
- Craft compelling marketing copy for multiple channels.
- Research and stay up-to-date with trends, best practices, and new features to continually improve marketing strategies.
- Maintain organized project files and office supplies, managing multiple projects and meeting deadlines.
- Collaborate with team members on project execution, attending meetings to provide feedback.
- Assist as event staff and perform other duties as assigned.

Qualifications

- Currently enrolled as a Fresno State student pursuing a degree in Marketing, PR, Communications or related field.
    - 2.50 cumulative GPA or above
- Interest in marketing, communications, video, photography, or social media (Instagram)
- Excellent communication, attention to detail, and organization skills.
- Ability to work independently and collaboratively to meet deadlines.
- Intermediate knowledge of Adobe Creative Cloud, camera equipment, and editing software.
- Familiarity working with Google Suite
- Self-motivated, creative, and able to manage many concurrent projects and changing priorities.

Benefits

- Network with industry professionals through site visits and guest speakers.
- Build your portfolio with real-world projects that align with your career goals.
- Develop skills in project management, client collaboration, and creative problem-solving.
- Collaborate with peers and professionals in a creative team environment.

Compensation

This is an unpaid internship and in order to participate, you must enroll in the appropriate internship course, upon being selected to participate. To enroll, you must contact the appropriate faculty member in your academic department for approval prior to starting the internship. You can also contact Claudia Ceja, University Internship Coordinator, at cceja@csufresno.edu or your college's Internship Coordinator for more details about the steps required to obtain academic credit for internship experiences.

To be considered, submit an application.

Applications are reviewed on a first come, first serve basis until positions are filled. For inquiries, contact Student Involvement at getinvolved@csufresno.edu or 559.278.2741.

Organization Description

The **Student Involvement Center** at Fresno State provides programs that promote student engagement and cultivate personal growth through support and teamwork, service, growth and learning, leadership and inclusion. Our office is housed within the Lynda and Stewart Resnick Student Union (RSU), the new center of campus life.

The **Student Unions** at Fresno State are where students come to eat, study, socialize, have fun and develop leadership skills. Student employees, student leaders, and interns are the face of Student Unions' services and Student Involvement programs. The professional development and academic success of our students are at the core of our employment philosophy.

Visit @FSGetInvolved on Instagram or fresnostate.edu/involvement to learn more.