

## **Duties of the Marketing and Communications Interns for the International Center**

As part of the Marketing and Communications cluster for the International Center at WSU your duties may include, but not be limited to, any of the following:

1. Lead efforts on all press releases and media relations for the International Center, which also includes submitting relevant materials to WSU Announcements
2. Coordinate, create and disseminate International Center publications (brochures, posters, fliers, resource guides, and other relevant resources)
3. Advertise all International Center programming through various means, as well as events established by International Programs and International Students' Council (ISC)
4. Coordinate 'internal' marketing efforts to continue educating patrons of the IC on global issues
5. Manage International Center Facebook group(s) and develop other online social outreach tools that compliment IC mission and goals
6. Revise and incorporate Multimedia applications used on and for International Center promotions (this includes leading efforts to utilize the CUB Digital Signage System)
7. Collaborate with IC interns and staff to develop a marketing plan for recruitment of new interns

In addition to your specific role as a Marketing and Communications Intern you will serve as part of the International Leadership Team within the International Center. This entails:

1. Attending weekly staff and cluster meetings, and contributing ideas, constructive criticism and expertise on projects
2. Participating in one coordinated volunteer activity within the community
3. Participating in the end of the semester project, which emphasizes globalization and global citizenship (if the internship is for credit)
4. Participating in one cultural presentation to the community (if the internship is for credit)
5. Engaging in readings, discussions, and programs focused on international issues and global citizenship (through the International Center and other campus/community entities)
6. General Office duties (answering phones, responding to E-mail, customer/student service, collaborating with fellow interns, student organizations, staff, faculty and community members)

The Marketing and Communications Interns oversee all of the publicity, advertising and media relations for the International Center. These interns are responsible for coordinating and managing the marketing plan for all International Center projects, events and programs.