

# USA Center for Continuing Education (CCE), Strategic Communication Interns

## Background:

The Center for Continuing Education of Conference Services is the outreach arm of the University of South Alabama. They provide a wide range of non-credit seminars, conferences and short courses to meet the specialized educational needs of individuals and organizations.

## Description/Requirements:

This position is a blend of advertising and public relations. Basic working knowledge of Quark or InDesign is a plus; creativity and initiative is a must.

Students interested should have:

- Completed a few 300-level courses in the Strategic Communication track
- An understanding of how to develop a creative brief or needs assessment
- An understanding of how to segment audiences
- Strong organizational skills
- Strong writing skills
- The ability to pay attention to and meet deadlines
- The ability to work independently

Interns will be expected to commit 14-hours per week, but weekly hours are flexible around the student's schedule. This is an unpaid position.

## Responsibilities:

The intern will assist CCE with the following activities:

- Writing/sending promotional emails for upcoming courses/events
- Writing/editing course descriptions for new and existing courses for catalogs
- Editing existing collateral materials
- Use social media tools, such as Facebook and Twitter, to communicate with students in between printed mailings
- Develop ways to promote courses/events through video using Tout, Twitter or YouTube
- Assist with coordination of printing collateral material through USA Publications
- Identify and research new course ideas