



**Undergraduate College  
Digital Marketing and Graphic Design Intern**

**Job Description**

The **Marketing and Graphic Design Intern** for Stern Undergraduate works directly with the Stern Undergraduate College Communications team to promote Stern to current and prospective students, as well as parents, alumni, faculty, and the greater New York University community. This intern will have the opportunity to create highly-visible content for multimedia outlets, learn online and print marketing and communications, design and improve images for the web, and use creativity and storytelling skills on multiple digital channels to enhance Stern's fast-paced and growing marketing initiatives. This internship experience is meant to give a student comprehensive work in graphic design, traditional and digital marketing, and communications through social media and online community building.

**Eligibility**

This is a work-study position for 15-20 hours per week. Applicants should be a tech savvy and creative rising Stern sophomore or junior who has...

- Graphic design skills; Experience with Photoshop (preferably a student studying graphic design or an avid designer)
- Deep knowledge of social media (preferably an avid user)
- Strong computer skills - including Mac applications and MS Office suite
- Strong organizational skills and strong writing and communications skills
- An interest in online marketing, online metrics and analysis, digital media (including video production), and social media
- A strong team player with great interpersonal skills, creative instincts, and a willingness to learn

**1. Online:**

- a. Assist with Stern UC website (including designing, organization, and new content creation)
- b. Create and edit eye-catching images for the homepage
- c. Assist with design elements for HTML newsletters

**2. Social Media:**

- a. Help create engaging and insightful content and posts on the Stern UC Facebook and Twitter pages
- b. Draft weekly Social Media Schedule
- c. Drive engagement on Class of 20XX Facebook group (respond to comments, spark discussions, etc.)

- d. Track social media metrics and conduct peer school/brand social media research to re-evaluate Stern UC's social media strategy

**3. Video:**

Produce and edit video content for the UC Communications team as needed

**4. Print Publications:**

- a. Assist with designing compelling signage and posters
- b. Assist with production and design of high volume NYU Stern publications (orientation guides, viewbooks, flyers, etc.)

**5. Digital Advertising:**

- a. Design slides on PowerPoint for LCD Screens at NYU Stern building
- b. Contribute to the design of PowerPoint presentations

**6. Miscellaneous:**

- a. Various administrative duties (events marketing, phones, copying, etc.) as needed