



## **MARKETING/SPECIAL EVENTS/SOCIAL MEDIA PAID INTERNSHIP POSITION**

UAB Campus Dining is looking for a motivated, energetic and outgoing intern to join our marketing team and assist our Marketing Manager in a variety of daily tasks. The overall focus will be to help us develop and implement creative ideas to reach Campus Dining goals.

As a marketing intern, you will be responsible for marketing administrative tasks, special event planning and implementation and social media research, planning, implementation and measurement.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. You will gain a broad experience in marketing and should be prepared to enter any fast paced work environment.

### **Job Duties:**

- Assist in planning special events including monthly Elite Events at The Commons, tabling events such as expos, orientations, customer satisfaction surveys and pop up events at our dining locations across campus
- Develop and implement long term social media plans based on marketing calendar, goals and social media trends
- Build and engage relationships with our social media audience
- Create compelling social media content that will be shared among users on all platforms
- Brainstorm marketing ideas that will create an exceptional student dining experience and drive sales at all dining locations
- Support our community initiatives, such as Stop Hunger, through marketing, promotion and communication
- Monitor campus websites and social media outlets to ensure compliance and up-to-date information
- Other miscellaneous administrative marketing duties as assigned

### **General qualifications/Experience/Knowledge:**

- In pursuit of a marketing, communications or other related degree from UAB
- Graphic design experience not necessary, but helpful (includes Adobe software, Canva & Publisher)
- Strong communication skills
- General social media knowledge
- Exceptional planning and organizational skills
- Creative-minded
- Maturity of judgment and behavior
- A positive, can-do attitude
- Ability to work a flexible schedule helpful
- Attend work and show up for scheduled shifts on time regularly

**If you are interested in gaining real world marketing experience in a fun environment (with free food!) please apply online at [sodexousa.jobs](https://sodexousa.jobs) – search for “Birmingham, AL” and “intern”**