



Social-Media Marketing Intern

About CMSI

UC Davis established the Coastal and Marine Sciences Institute (CMSI) in July 2013 to become a world-leading interdisciplinary research and educational institute, focusing on the economic, ecological and social challenges of rapidly changing and increasingly crowded coastal and ocean environments. CMSI leverages our physical presence near one of the most productive and economically valuable marine ecosystems in the world, a world-class marine laboratory and natural reserve at the epicenter of this ecosystem, broad faculty expertise, and a long history of addressing challenges facing the coastal systems upon which so many rely for food, economic support and recreation.

Intern Job Description

Working with other interns and staff developing content, the Social Media Intern will launch a social media campaign in support of expanded web content and conduct online outreach and promotion using one or more platforms (Facebook, Twitter, LinkedIn, Google+ Tumblr, Instagram and or Snapchat and more).

Intern will perform the following tasks:

- Create new profiles, pages, post and monitor social media outlets
- Write and post blog posts/tweets/updates, etc
- Work to find/expand users to follow/friend/like/retweet/
- Track the growth and document impact of social media on overall marketing efforts
- Reply to comments, messages, etc.
- As necessary, contribute to web content development and expansion in various ways

The Intern will be instrumental in building CMSI's public presence on the web and social media; working closely with CMSI's Executive Director and administrative support with guidance the Office of Research Director of Marketing and Communications and Strategic Communications' Public Information Representative, Environment and Media Relations.

Intern Job Requirements

The successful candidate will have:

- Demonstrated knowledge and understanding of the digital media landscape, including various social media websites, tools and platforms
- Understanding of popular social networks- design, functionality, users
- Strong written and oral communication, strong editing skills
- Understanding of basic principles of public relations and/or marketing
- Demonstrated experience in identifying and expanding target market with social media campaign(s)
- Working knowledge of digital media software (knowledge of video editing software is preferred)
- Working knowledge of website and social media optimization, analytics
- Strong interest in the sciences and environment
- Excellent time management skills, and the ability to work independently and as part of a team

The candidates should be able to commit 8-12 hours a week, at least two days a week, starting this quarter and would work for remainder of the school year and possibly into the summer.

Intern Job Benefits

Intern will join the CMSI Team and work in a positive and dynamic environment. The position offers the chance to build on existing talents, learn new skills and gain valuable experience building a new Institute on campus under the guidance of communications professionals. Intern will have the opportunity to develop and present a poster with other Communications Interns at an annual CMSI Symposium and or Workshop. Interns have the option of working non-business hours, depending on their schedule and as schedules change each quarter.

This is a volunteer internship (for credit) with the possibility of transition to paid summer position after spring quarter.

How to Apply

To apply for an intern position, please send a cover letter, resume and links to two or more social media sites/pages/profiles to Sherri Mann smmann@ucdavis.edu with "CMSI Social Media Marketing Intern" in the subject line.