

Westfield State Alumni

INSTITUTIONAL ADVANCEMENT

MARKETING INTERN PROGRAM

Program/Position Description

The Marketing Intern Program is an opportunity for current students to intern, through written publication, video production projects, and event/special event development and management with Westfield State Institutional Advancement.

This is a volunteer/or for-credit position with the Office of Alumni Relations and Annual Fund. The candidate must be in the process of obtaining a bachelor's or master's degree at Westfield State and have interest in marketing, communications, and/or event management. The candidate will work on assigned projects independently and/or as a member of a team, adhering to predetermined timelines and designated deadlines.

- **Writing Emphasis:** Westfieldalumni.org Features, FOCUS Magazine, Alumni News Features, Campus Spotlights, etc.
- **Video Production Emphasis:** Event video/stream productions (live and recorded)
- **Event Management Emphasis:** Event marketing, promotions, special events, communications, donor relations, and community outreach

Position Reporting & Office of Institutional Advancement Information

Reporting to, and with assistance from the designated staff, the associate director of Alumni Relations and the Annual Fund, in the office of Institutional Advancement.

The office of Institutional Advancement offers an outstanding variety of events, programs, and services to students, faculty, staff, alumni, donors and the local and surrounding communities of Westfield to nurture opportunities for relationship development, networking, and engagement. Through these efforts, IA provides support for the fundraising needs and initiatives of Westfield State to continue to be a place for growth, discovery, community, and service.

General Responsibilities

- Work collaboratively with a team to determine events, logistics, assignments, timelines, and deadlines;
- Assist in coordination and execution of communications through written word and/or video including, but not limited to the development of individual/event features, interviews, publication/production library, photography.

Qualifications

- Must be successfully enrolled in a bachelor's or master's degree program at Westfield State.
- Demonstrated familiarity and/or interest in communications, marketing, journalism, videography, photography.
- Must have an ability to work independently and in a group setting.
- Demonstrate strong organizational, interpersonal, and time management skills.
- Ability to work and communicate effectively with students, faculty, staff, alumni, donors, and community members.
- Excellent written and verbal communication skills.

