



Job Title: Marketing Intern

Department: Residence Life and Housing

Reports to: Operations Manager

Overview of the Position

- **Position Summary:** Residence Life and Housing is looking for a Marketing Intern who can help expand our brand, increase engagement, and share the story of the residential experience through our social media channels. The marketing intern will help brainstorm ideas, plan content, assist with social media campaigns, and collect photo and video content on events in our residential communities. The ideal candidate will have a strong understanding of marketing and/or design concepts and understand and be supportive of Residence Life and Housing's purpose to be partners in our students' journey to create a home at Wake Forest University.
- **Employment Dates:** August 18, 2025 - May 8, 2026.
 - Further discussions can be held regarding any necessary adjustments to these employment dates. Employees may also request to return through the annual request-to-return process.
- **Work Schedule:** Flexible schedule up to 10 hours per week. Most hours will fall between 8:30 a.m. and 5:00 p.m., Monday through Friday. Intern must be available some evenings to attend and collect content at community events.
- **Work Location:** Position duties and responsibilities are performed on-site and in person within Wake Forest's residential communities.
- **Compensation:** \$10.00 per hour

Duties and Responsibilities

- Marketing and Communications
 - Create videos, photos, and program highlights for Residence Life and Housing's website and social media accounts, including Facebook and Instagram.
 - Assist with departmental social media account management including replying to messages and comments and keeping accounts up to date.

- Design brand-compliant materials for social media campaigns and other marketing initiatives on Canva and Adobe Creative Cloud platforms.
- Facilitate interviews with students, faculty, and staff to gather stories about the success and/or impact of the residential experience.
- Attend Residence Life and Housing programs and events to gather visual and editorial content.
- Identify new and innovative opportunities to highlight Residence Life and Housing-affiliated activities, events, and programs.
- Support other marketing and communications needs for Residence Life and Housing as directed.
- Training and Development
 - Participate in all required training, meetings, etc., throughout employment.
- Other Responsibilities
 - Support various administrative tasks as directed by supervisor or other professional staff.
 - Other general duties as assigned by supervisor or other professional staff.

Required Qualifications

- To qualify for the position, an individual must be enrolled at Wake Forest University as an undergraduate student and meet the following eligibility requirements and qualifications:
 - **Academic Standing:** Must have a GPA at or above the required minimum as outlined by the [Office of Academic Advising's Probation and Suspension policy](#).
 - **University Disciplinary Charges or Sanctions:** Students must be in good standing with the University at the time of application and acceptance of the position and throughout their tenure in the position, including no pending or currently in effect disciplinary sanctions.
 - **Terms and Conditions of Employment:** Read, understand, and agree to the position's terms and conditions of employment before beginning employment.

- Due to the nature of this position, possible lifting and physical activity may sometimes be required.

Preferred Qualifications

- To excel in this position, candidates should:
 - Actively seek out and propose creative new story ideas.
 - Have prior knowledge of social media platforms, such as Facebook and Instagram.
 - Be passionate about community engagement and sharing the student experience.
 - Stay informed about trending topics on campus and in our communities.
 - Be able to work on a team and independently.
 - Have strong communication and organization skills.
 - Proofread and edit their own and others' content.
 - Display flexibility and adaptability to work in a fast-paced work environment.
 - Demonstrate the ability to work under time constraints and/or with a schedule.
- Be able to move-in prior to Fall opening for training and to assist with collecting content during opening week.

How to Apply

Complete the [linked application](#). Before starting, we encourage you to have the following items prepared:

- Short Essay Response: Please share why you are interested in the Marketing Intern role.
- Resume in PDF Format