INTERNERSHIP: INTERNATIONAL ENROLLMENT (MARKETING & SOCIAL MEDIA)

Department: Office of International Enrollment

Reports To: Director of International Recruitment

Position Summary: Aid in the recruitment of undergraduate international students through creative and strategic marketing initiatives. This position will focus on developing and maintaining a social media presence for the Office of International Enrollment, and improving the communication plan, website content, and other assigned duties. The position will proactively develop relationships with current and prospective international students to adapt content that addresses value propositions, the NPU experience, and key information that needs to be effectively communicated.

Essential Responsibilities:

- In consultation with the Director of International Recruitment, perform an audit of the current website, social media presence, and digital marketing activity and develop a quarterly project plan.
  - Develop and implement an effective social media strategy for Instagram & Facebook.
- Work with University Marketing & Communications (UMC) to train and develop competency for updating the International Enrollment web pages.
- Liaise with the Office of International Affairs and UMC to connect with current international student to develop a portfolio of content to be used for student life stories.
- Aid in the development of new creative content for digital and print collateral.
- Other duties as assigned by the Director of International Recruitment

Essential Qualifications:

- Personal commitment to and ability to effectively articulate North Park University’s mission and philosophy of Christian higher education.
- Bachelor’s degree in progress at North Park University or a recently completed, preferably in marketing, business, global studies, or advertising.
- Excellent interpersonal, oral, and writing skills.
- Competency in various social media platforms such as Instagram, Facebook, and Tiktok.
- Computer literacy in Microsoft Word, Outlook, and PowerPoint.
- Demonstrated interest in international education.
- Fluency in a second language is desirable.

Effective Date: October 2021

NOTE: Nothing in this job description restricts the supervisor’s right to assign or reassign duties and responsibilities to this job at any time.