



OHIO
UNIVERSITY

COLLEGE OF BUSINESS

Position Title: Digital Content Intern / Paid

Department: College of Business, Marketing and Communication

Description: Develop your portfolio and gain experience as a dynamic storyteller working to amplify College of Business online news channels including business.ohio.edu, Twitter, Facebook, Instagram, LinkedIn and more. As a Digital Content Intern, you'll collaborate with more than 10 undergraduate and graduate programs clients to write and publish story content that fuels multiple audiences and achieves internal strategic marketing goals. Content will also be published in University publications such as OHIO News, OHIO Today, and OHIO Women.

Essential Duties:

- Collaborate with College of Business Marketing and Communication team to create compelling content such as, feature stories, press releases, and social media content.
- Research and vet story ideas or proposals for website publication.
- Proofread and edit content for accuracy, grammar, style and punctuation.
- Assist with copy development for social media content on the College of Business Facebook, Twitter, Instagram, LinkedIn channels.
- Manage the development and selection of multimedia assets.
- Write content for brochures, programs, print advertising as needed.
- Efficiently manages content deadlines while producing high quality content.
- Assist with development of PR and media outreach strategy.
- Perform duties in other functional areas of Marketing and Communications duties as assigned.

Preferred, But Not Required: Chicago Style Manual

Essential Skills, Knowledge, Behaviors: Experience in digital marketing, communications, journalism, public relations, or related field. Customer service skills; Ability to work with a minimum of supervision; Cooperative spirit in working with peers, supervisors, faculty, and guests; Excellent interpersonal skills; Critical thinking skills; Planning and organization skills

Skill Development Areas: Communications, Alumni Relations, Recruitment, Marketing, Editorial, Web Content Publication, Chicago Style Manual

Internship Hours: The Digital Content Intern must complete a maximum of **10 hours** Monday-Friday, 8am-5pm. Paid position.

The job description has been designed to note the essential duties and skills of work for this specific position. It may not contain and comprehensive inventory of all duties, skills, and responsibilities required.

Applicant Contact: Jim Harris, Assistant Director Marketing & Communication, College of Business. If interested send short email expressing your interest to Mr. Jim Harris and attach a resume plus writing samples. Send to cobcommunications@ohio.edu. **Deadline to apply Jan.18**

- For specific questions regarding this position, please contact cobcommunications@ohio.edu.