



Marketing and Social Media Intern Job Description

POSITION SUMMARY:

Assist the location management team through development, production and implementation of tactical marketing initiatives aimed at increasing customer communication, customer retention, improving image, improving margins and increasing market share for Dining Services. Emphasis on customer satisfaction and growing base business.

ESSENTIAL FUNCTIONS:

1. Work with Director of Dining Services / Campus Marketing Manager to develop marketing collateral (including daily /weekly/monthly menu signage) to assist in driving sales at target locations.
2. Assist with maintaining account specific Dine on Campus web site, promoting meal plans as well as both retail and board dining programs.
3. Manage social media sites such as Facebook, Twitter and Instagram for the dining program.
4. Assist with designing and developing promotion and ad campaigns for dining and college / university publications, etc., aimed at increasing sales and awareness.
5. Collaborates with Campus Marketing Manager to develop an inclusive communication strategy that could include direct mail, focus groups, advisory committees, orientation events, to all of the specific university customer segments. (i.e., students, faculty, athletic coaches, administrative staff, clients).
6. Other duties assigned by Director of Dining Services or Campus Marketing Manager.

STATUS AND SCOPE:

Reports to Campus Marketing Manager with dotted line responsibility to Regional Marketing Director. Works primarily with campus dining team as well as regional staff in the marketing training and development process. Assists in applying sector / regional strategies with unit specific marketing strategies and tactics. Interfaces on a daily basis with management team and their staffs, marketing director, and possibly campus clients.

QUALIFICATIONS:

Preferred candidate would be a rising junior or senior and a marketing/advertising/communications major. Must have a minimum 3.3 GPA, and demonstrate the ability to prioritize and complete assignments involving multiple functions in a timely manner. Excellent technical, written and oral communication skills are required. Individual must be a self-starter and very detailed oriented. This position requires a minimum of 10-15 hours/week.

Interested applicants should reply with resumes and cover letters to dining@csuohio.edu.