

JOB DESCRIPTION

Social Media Intern

Position Information

Description: This position is responsible for planning, creating, and executing content on all University Union, Phoenix Store, and Student Engagement Center social media accounts. It is open to UW-Green Bay students majoring in Communication and can be taken for internship credit (COMM 497). The selected applicant will be responsible for enrolling in COMM 497 and securing a faculty sponsor.

Modality: Onsite, In Person

Supervisor: Marketing & Graphic Design Specialist

Pay Rate: \$12.25 per hour

Time Commitment: The duration of this position is one academic year, September 2025 – May 2026. The position will work approximately 10 hours per week between 8 a.m. – 4:30 p.m. This position may require occasional nights and weekends. Academic break periods (Fall recess, Winter recess, and Spring break) are not required.

Responsibilities

- Create graphic and video content for University Union, Phoenix Store, and Student Engagement Center social media accounts, including TikTok, Instagram, and Facebook.
- Identify or create relevant photos and graphics/images that may be used on social media platforms using the University Union and UW-Green Bay photo libraries and graphic design template tools.
- Work and attend regular meetings with a variety of campus partners across departments
- Strategically plan social media content on various platforms and schedule content using a variety of planning and scheduling tools
- Stay up to date on social media best practices and trends and identify areas for improvement on various platforms.
- Track and gather metrics on a monthly basis to analyze activity on social media
- Educate self and team members on social media and digital accessibility and implement these practices throughout promotional materials
- Consult with clients via email and in person
- Assist with additional marketing tasks, such as distributing posters and table tents
- Create a portfolio of completed work by the end of the internship
- Completion of all other duties assigned by the Marketing & Graphics Specialist

Qualifications

This internship is open to UW-Green Bay students majoring in Communication (Social Media emphasis not required but highly encouraged).

- Excellent verbal and written communication skills
- Excellent copywriting skills, including grammar, spelling, and sentence structure
- Experience capturing, editing, and posting short-form videos for digital audiences
- Familiarity with Canva or equivalent graphic design template tool

- Ability to think creatively and execute innovative ideas
- Comfortable being and speaking on camera and ability to help others feel comfortable on camera
- Ability to work individually and collaboratively
- Experience creating social media content for an organization or business (preferred but not required)

Updated 07/10/2025