
Supervisor: Joseph Williams
Department: LCDI
Position Type: School Credit

Pay Rate: Internship
Workday Job Title:

Posted Job Title: Marketing Internship (Technical Intern) for The Senator Patrick Leahy Center for Digital Investigation (LCDI)

Job Description: Students obtain practical experience in a real-world, hands-on setting while applying knowledge learned from coursework. With on-site supervision, students will work 80 to 120 hours (2 credits or 3 credits) in a marketing/communication-related role within an organization. This course is designed specifically for first year or new students.

Responsibilities include assisting in researching and tracking, marketing campaigns and developing marketing strategies for the LCDI web presents. Responsible for increasing LCDI social media presence and keeping Champlain College and the digital forensics and cybersecurity communities updated on the varies LCDI projects. Interns will work with the Lead Communication Assistant on the LCDI quarterly newsletters, light web design work with the Graphic Designer, and will assist with social media projects. Our communication is both internal and external in nature reaching students, faculty, staff, and employers.

Candidates will be expected to be very attentive to detail and ready to analyze/research and present strategies that may be new to them. The identification of problems and offering solutions is a critical aspect to the success of each project. Students will be expected to help gather and analyze information skillfully; develop alternative solutions; work well in group problem solving situations. Duties will include but not limited to:

- Will conduct and collaborate, under supervision and/or as part of a team, on basic research relevant to long-term objectives and concerns
- Review analytics on website and social media to ensure goals and objectives are being met.
- Develop successful measures and make recommendations on site and blog improvements.
- Investigate use of email marketing.
- Create content calendar for website, blog, and social media.
- Develop and publish content for all properties including text, images and video.
- Develop short form social media videos.
- Updating all marketing documents that are used.
- Light editing and proofing of marketing materials.
- Maintain web and social media presence in conjunction with the LCDI Web Developer.
- Help implement and constantly develop our marketing plan and outreach efforts.
- Create posters, brochures, web graphics, edit photos, newsletter, etc.
- Assist with content building and website design.
- Give the student perspective towards the newsletter sent out quarterly.
- Communicate with LCDI students and other offices on campus about upcoming events
- Identify creative strategies to increase student engagement.
- Other duties and responsibilities may be assigned by LCDI Research Assistant III and/or LCDI Leadership

Required Qualifications:

- Basic computer experience
- Good writing and communication skills

Additional Preferred Qualifications:

- Creative problem solving abilities
- Ability to perform highly detailed work

How to Apply: Interested applicants should complete an application online: <http://bit.ly/LCDIapplication>

Approximate Hours per Week: ~6/8 hr/week

Job Location: Miller Center at Lakeside Avenue Campus

Qualified candidates will also be expected to attend a mandatory LCDI Town Hall and staff one LCDI event (i.e. Open Houses, Tech Jam, etc). In order to successfully accomplish the goals of this position, it may be necessary for the student to adjust his/her schedule to accommodate meetings with team members (i.e. monthly training and/or meetings).