



Communications and Marketing Intern

Campus Dining

Fall 2023

Job Summary:

The Campus Dining Intern for Marketing is a crucial member of the Campus Dining team, as they are primarily responsible for communicating policies and updates to the student body, as well as helping to promote sustainability initiatives via social media. This year, with the new ReusePass eco-clamshell program, it will be particularly important to communicate sustainability statistics and impact reports through strong marketing. The marketing intern will create attractive and clear social media posts as well as physical media designs that convey the mission and values of Campus Dining. The intern will help create and follow a marketing calendar. The intern reports to the Assistant Vice President for Hospitality Services and works under the guidance and supervision of the Lead Student Intern for Sustainability Research and Implementation.

Duties/Responsibilities:

- Develop a consistent brand and theme for Campus Dining for clearer and more effective communication to students, prospective students, and other parties.
- Communicate policy changes, sustainability, hours, menus, and other updates to students in a clear, creative, and visually pleasant manner.
- Communicate ReusePass updates, sustainability statistics, and impact reports for the Clamshells.
- Follow and work on Campus Dining Branding
- Develop, manage, and follow a marketing calendar.
- Receive and coordinate incoming requests for advertisements in the Marketplace and Cooler (eg. table tents, etc.).
- Help assist with making any needed edits to the Campus Dining page of the Oxy website

- Research comparable institutions' marketing strategies.
- Serve as a member of the Food Systems Working Group (FSWG).
- Perform general office duties (filing/telephones/on-campus errands, other) as needed.

Qualifications:

- Proficiency with graphic design applications (i.e. Photoshop, Illustrator, Adobe Acrobat, Canva, etc.)
- Proficiency with Microsoft Word and social networking applications
- Creativity and artistry, both physical and digital (eg. photography, graphic design, painting and drawing)
- Organized and independent
- Ability to complete projects in a timely fashion
- Ability to work on a team
- Preference to students on work study, but not required

Start date: November 27, 2023

Work Schedule: Flexible

Hours Per Week: 10 hours per week, (2-hour shifts in office, 5 days a week)

Starting pay rate: \$16.78 per hour

Work Award: Preference for students on work study, though not required

To apply, please submit the following to dining@oxy.edu before midnight on Sunday, November 20th

- Student employment [application](#)
- One-page cover letter
- Resume
- An example of something that you have created with a graphic design application (i.e. Canva)