



Student Intern for Marketing

Campus Dining

Spring 2022

Duties/Responsibilities:

Reporting to the Associate Vice President for Hospitality Services and working under the supervision of the Lead Student Intern for Sustainability Research and Implementation, the Student Intern for Marketing will:

- Reach out to students to promote understanding of meal plan structure, pricing and policies, and the mission/functions of Oxy's self-operated dining service
- Promote Campus Dining and related sustainability programs, initiatives and menus to the Oxy community
- Design creative marketing pieces for publication in various tangible and virtual environments
- Research comparable institutions' marketing strategies, presenting clear, detailed and documented research evidence in appropriate format(s)
- Make recommendations for website design
- Perform general office duties (filing/telephones/on-campus errands) as requested
- Regulate incoming requests for advertisements in the Marketplace and Cooler
 - Oversee the use and upkeep of napkin dispensers/advertising
 - Design and upkeep of chalk wall in Marketplace
- Assist Lead Intern and FSWG Intern in the planning and participation in the Food Systems Working Group - work alongside Oxy community members to improve perception and transparency between Dining and student body

Qualifications:

- First-year or Sophomore, willing to continue work into next year and potentially longer
- Proficiency with Microsoft Word, Excel, and social networking applications
- Proficiency with graphic design applications (i.e. photoshop, illustrator, adobe acrobat, etc.)
- Experience with websites and photo/publishing software desired
- Creativity and ability to produce new ideas and translate them into tangible marketing programs
- Strong organizational, interpersonal, research, and documentation skills
- Strong verbal and written communication skills
- Ability to complete projects in a timely fashion
- Ability to work on a team

Work-study/work award preferred but not required.

Start date: Late January 2022/ Beginning of spring semester.

Work Schedule: Flexible

Hours Per Week: Up to 8 hours

Starting pay rate: \$15

To apply, please email dininginterns@oxy.edu with your resume, a cover letter (250 - 500 words), a portfolio of up to FIVE examples of previous work, and a student employment application attached in PDF format. **Applications are due Friday, December 31s**

