

African American Cultural Center Marketing and Design Intern

Position: African American Cultural Center Marketing and Design Intern

Hours: Range from Monday - Friday 9am - 5pm with some nights and weekends.

Recruitment: All students are encouraged to apply. Students with work study or who anticipate work study are encouraged to apply and note such in their application materials.

Applications: To apply, please complete the [AACC Student Staff Application Form](#)

Compensation: Payment is \$10 per hour. Increases \$0.50 for every year following.

The NC State University African American Cultural Center is a part of the Office for Institutional Equity and Diversity (OIED) and located in Witherspoon Student Center (2nd and 3rd floors). The African American Cultural Center directly serves all students at NC State while also serving as a resource, connection, and partner for faculty and staff at the institution. We take an intersectional approach to serving the campus community. Our practices are social constructivist in nature and rooted in social justice education and trauma-informed care.

The AACC is in an exciting transformative growth space and a hub for Black and Afro-Diasporic experiences at the university. We are looking for someone who would like to build alongside us.

Our student staff is a vital part of the African American Cultural Center team. Our student leaders support the office as a whole, including the provision of customer service, administrative support, and logistical work that furthers the mission of the African American Cultural Center. The Marketing and Design Intern is an active contributor to the marketing and communications team in the AACC. The Marketing and Design Intern will be responsible for developing and executing social media campaigns for signature programs and events in the AACC. This position will schedule and lead monthly marketing and communication meetings with professional and student staff (including Director and Programming Staff). Overall, this position is responsible for curating content for posts that focus on education, engagement, and awareness; compiling newsletter content; and evaluating social media analytics to measure communications impact. The intern will conduct outreach to our student body via a collective communications strategy (developed by the marketing and comms team) to ensure that the AACC's message is clear, consistent, and aligned with NC State's brand.

This position is intended to provide students with hands-on experience and professional development opportunities that will be useful to them in a wide variety of fields post-graduation including the ability to plan outcome-based programs, coordinate events, engage in critical discourse, hone scholarly writing, and facilitate small and large group dialogue. Students who have an expressed interest working in the African American Cultural Center's library should note this in their application.

African American Cultural Center Marketing and Design Intern

Major Responsibilities

- Lead social media campaigns and marketing for all signature events and programs of the AACC.
- Create an education-based social media campaign specific to the week-long celebration of Kwanzaa, including key aspects of the holiday, history, and practices.
- Create an education-based social media campaign, collection of resources, and content centered on wellness, mental health, collective care, and self-care.
- Develop educational content for social media relevant to the Black community at NC State.
- Research and communicate relevant community events in Raleigh and the surrounding area.
- Coordinate with campus Umoja student leaders and Umoja affiliates to create, update, share, and coordinate an Umoja student events calendar. Coordinate with individual student and Umoja leaders to develop social media and video content relevant to history and heritage months, center traditions, and other on-campus programs and events
- Analyze and report social media analytics and engagement data/trends to the marketing and communications team, identifying areas for improvement and opportunities for growth.

Qualifications

- Must be committed to the work of the African American Cultural Center and display a willingness to serve as an enthusiastic representative of the AACC.
- Demonstration of consistency and dependability.
- Ability to maintain confidentiality.
- Strong interpersonal skills and the ability to work collaboratively with diverse students, staff, faculty, and community members.
- Ability to effectively manage time and multiple projects.
- Available occasional nights and weekends.
- Ability to fulfill work responsibilities in accordance with expectations.
- Preferred: Knowledge of Microsoft programs, Google Drive, and have social media familiarity/usage.

African American Cultural Center Marketing and Design Intern

Conditions of Employment & Mandatory Dates

- Priority placement for work-study students; please check with the Financial Aid Office to confirm eligibility.
- Provide two references who can speak to qualifications as written above.
- Available to work 6-10 hours per week in shifts at least 3 hours long. Strongly prefer academic year-long employees.
- Must maintain a 2.5 GPA.
- Payment is \$10 per hour. Increases \$0.50 for every year following.
- Serve as a support to fellow Student Programming Interns.
 - Contribute to planning and execution of a yearly student employee retreat
 - Co-lead a professional development discussion by sharing an article and leading a discussion.
 - Co-lead a professional development discussion by sharing an article and leading a discussion.

Mandatory Programs

- Students will be asked to sign up for and/or assigned tasks/roles at AACC signature programs and events. Dates and times will be made available prior to the event either at the beginning of the semester or at the beginning of each month. Academic courses take priority over these programs. These will be paid time if you have an assigned role/task at that event. It is expected students will be available to work the signature programs of the AACC including Harambee!, Kwanzaa, MLK Week, Black History Month, Ebony Harlem, and the Black Research Symposia. A calendar will be shared at the beginning of the academic year. Conflicts can be discussed with supervisor.

Terms of Position

2023-2024 Academic Year, M-F, 6-10 hours per week, with occasional weekend and evening hours, depending on program activities and center needs.

Application Procedure

Review of applications will begin immediately and will continue until the position is filled.