

**Women's Center**  
**ONLINE AND SOCIAL MEDIA MARKETING INTERN**  
**September 2017-June 2018**

**MISSION**

The UCSD Women's Center is a space in which people work collaboratively to foster the educational, professional, and personal development of diverse groups of women. The Center provides education and support to all members of UCSD regarding gender issues, with the goal of promoting an inclusive and equitable campus community.

The Women's Center is grounded in the FACES Guiding Principles of Feminism, Awareness, Community, Empowerment and Social Justice.

The Online and Social Media Intern is an integral part of the Women's Center staff, contributing to the Women's Center mission, developing as a student leader, and providing services and programs around gender and social justice issues. Interning at the Center provides students with hands-on experience developing skills that will be useful to them in the wide variety of fields that they pursue after graduation.

**SPECIFIC DUTIES**

- Expand awareness about the work of the Women's Center (WC) using online and social media tools.
- Take a lead role in publicity and outreach connected to the events and programs of the WC.
- Create, design, and manage Women's Center social media pages (Including sites such as Facebook, Twitter, and Tumblr) and coordinate posts from interns, staff, and volunteers.
- Take a lead role in coordinating Women's Center Weekly "Did You Know?"
- Continue to expand and build upon existing online and social media used by WC.
- Increase WC online presence gathering and disseminating information through social media outlets
- Research social media trends, document findings, and work with Graphic Design/Marketing Intern and WC staff to develop marketing strategies.
- Post, update, and distribute informational materials through online and social media.
- Take lead role along with Graphic Design/Marketing Intern in taking pictures at WC events.
- Post pictures from Women's Center events online.
- Research similar organizations' social media sites and use research to develop innovative strategies for Women's Center marketing efforts.
- Conduct research on current events as they relate to gender and social justice issues and use Women's Center blog and other online and social media tools to create space for dialogue.
- Compile and send out Women's Center Weekly list serv announcement using Constant Contact.
- Send out daily social media posts.
- Make weekly updates to the WC Google calendar.
- Stay informed about campus and community events and represent the WC at campus and community functions, including tabling at various events.
- Contribute to Women's Center joint projects as requested.
- Plan and implement a Gender Action Project.
- Participate in weekly staff development meetings.
- Participate in ongoing in-service trainings and complete readings and other internship assignments.
- Participate in weekly one-on-one meetings with Women's Center staff.
- Serve as part of Women's Center Operations team and participate in team meetings as needed.
- Assist with WC programs throughout the year, including annual programs such as Love Your Body Day.
- Assist with maintaining WC space in order to create a welcoming environment for all members of the community.
- Other duties as assigned, including, but not limited to: providing administrative support at the WC front desk, scheduling the WC facilities, and assisting with WC publicity and events.

**QUALIFICATIONS**

- Ability to understand and articulate gender/social justice issues.
- Must be committed to the mission and FACES Guiding Principles of the Women's Center and serve as an enthusiastic representative of the WC.
- Proven experience working cooperatively as part of a team.
- 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.
- Ability to fulfill work responsibilities in accordance with WC staff expectations and requirements.
- Ability to stay abreast of current events on campus and general campus climate.
- Must be available on occasional nights and weekends.

- Ability to fulfill work responsibilities in accordance with WC staff expectations and requirements.
- Must have understanding of social media and social networking with the ability to efficiently create, update, and research these sites.
- Preferred: Knowledge of Microsoft Office, Outlook, Internet Explorer, Photoshop, Flash, and website development.

### **CONDITIONS OF EMPLOYMENT & MANDATORY DATES**

- Must be available to work 10 hours per week at \$12.50 per hour.
- Must pay UC student services fees each quarter while working.
- MANDATORY: Must be available for week long Women's Center and Community Centers training the week of September 18-22 (Interns are responsible for making own housing arrangements for this week).
- Must be available on Wednesdays from 3:00pm – 4:30pm throughout the 2017-2018 academic year.
- Hold the weekend of Friday, October 6<sup>th</sup>-Sunday, October 8<sup>th</sup>.

### **INTEGRATED ACADEMIC INTERNSHIP**

The internships at the Campus Community Centers provide both academic credit and paid experience.

- All students enroll in Critical Gender Studies 199 Intern Class in Spring 2017 (prior to internship). Class for Spring will meet Mondays from 3pm – 4:20pm.

### **LEARNING OBJECTIVES**

The overall goal of the Women's Center internship program is to provide an opportunity for interns to be involved in all aspects of the Center's work. The Women's Center is a space where you will be able to cultivate skills and knowledge that will enhance and support your academic experiences at UCSD. As a Women's Center intern you will be able to explore new ways of engaging with your community in an effort to advance the goal of achieving a more just and equitable society.

Throughout the course of and at the completion of this internship interns will:

- Develop skills that they can use in the wide variety of fields that they pursue after graduation.
- Be able to use the skills learned at the Women's Center in their own lives.
- Be able to use the skills learned and act as change agents in their roles beyond the internship program.
- Contribute to the Women's Center mission while enacting FACES Guiding Principles.
- Implement programs and be involved in initiatives that have a social justice framework and a gender focus.
- Understand the connections between feminist theory and practice.
- Develop an understanding of power, privilege, and oppression.
- Gain a better understanding of themselves and their values through self reflection and dialogue while considering how their actions fit within the larger community.
- Develop tools for affecting change within the University community, as well as the broader global community.

### **EXPECTATIONS**

Interns will be evaluated in the following categories:

- General Responsibilities
- Communication
- Leadership
- Relationships
- Project Management
- Personal Development

**APPLICATION DEADLINE:** Applications must be turned in, in person, to the Women's Center on or before **Tuesday, January 24th by 4pm.**

ALL applicants must attend the **Group Interview** scheduled for **Wednesday, January 25<sup>th</sup> from 5pm – 7pm** at the Women's Center. Individual interviews will be held during Winter quarter.

Questions? Contact the Women's Center at 858-822-0074 or women@ucsd.edu.