

# WP COMM INTERN

DEPARTMENT OF COMMUNICATION WEEKLY  
INTERNSHIP NEWS, LEADS AND TIPS

## ON CAMPUS INTERNSHIPS FALL 2021

Did you know Communication students may take up to nine internship credits towards their graduation requirement.

In addition to external internships, there are many opportunities right on the WPUNJ campus.

Schedules are flexible and the opportunities are worth 3-credits (registration in COMM 3301 required) and also work-study eligible.

Apply today for Fall 2021 semester!



### WP University Galleries Communication Intern

The selected student will create social media content tailored to the Galleries' audiences for regular posts on Facebook, Twitter, Instagram and YouTube. The student may also be asked to draft press releases for upcoming exhibitions, and prepare communications. Other responsibilities may include: administrative tasks, handling artwork, installing and de-installing exhibitions, assisting at special events, and conducting exhibition tours. Desired qualifications:

- Proficiency with Facebook, Twitter, Instagram and YouTube
- Familiarity with marketing techniques and analytics as it relates to digital media
- Experience with Adobe Photoshop, Excel, Word, Mac and PC platforms
- Experience photographing artwork and shooting/editing video is a plus
- Capacity to work independently, to take initiative, and to problem solve

Please send your resume and Fall 2021 availability to Gallery Manager Emily Johnsen at [johnsene@wpunj.edu](mailto:johnsene@wpunj.edu). Qualified candidates will be called in for interviews.



### WP Athletics

**Video Intern and Public Relations Intern**  
**MUST be available to work every Saturday**  
**during the Fall 2021 for athletics events.**

#### ATHLETICS Video Intern

Intern will help to produce video content for [wpupioneers.com](http://wpupioneers.com) (event highlight packages as well as one-on-one interviews and other features); Duties may include shooting home events, filming interviews with student-athletes and coaches, editing of footage, creation of graphics and voice-overs for highlight packages, uploading of content to Pioneers' YouTube Channel, and other duties as assigned. Experience operating camcorder required, and experience using Adobe Premiere Pro and/or Final Cut software is highly preferred.

#### ATHLETICS Sports Information/Public Relations Intern

Intern will assist in various sports information/public relations tasks; Duties may include, but are not limited to: writing/editing of post-event summaries, game programs, and coach and student-athlete biographies, home-event functions such as public address announcing and statistical compilation, and other office/research projects as assigned.

Please submit a resume, contact information for two references and links for three examples of video work or writing sample links to: Ken Sinatra, Director of Sports Information, via [sinatrak1@wpunj.edu](mailto:sinatrak1@wpunj.edu).

#### The Career Development Center Social Media Interns

Seeking motivated and social savvy students to help manage social media accounts, create engaging content, and be part of a team of student career ambassadors that will represent the office at employer and student-focused events.

- Knowledge of Social Media Platforms, Hootsuite & Canva
- To apply please send resumes to Alma Diaz - [Diaz6@wpunj.edu](mailto:Diaz6@wpunj.edu) and [barrowsm@wpunj.edu](mailto:barrowsm@wpunj.edu)

**BUT WAIT,  
THERE'S MORE!**

**ADMISSIONS OFFICE (PR, SOCIAL MEDIA, EVENTS)**  
**MICHELLE DIMARTINO DEMARTINOM1@WPUNJ.EDU**

**WPU MARKETING & PUBLIC RELATIONS**  
**MARY BETH ZEMAN ZEMANM@WPUNJ.EDU**

**SPECIAL EVENTS, INSTITUTIONAL ADVANCEMENT**  
**MEREDITH MAKKAI-MCCARTHY**  
**MCCARTHYM@WPUNJ.EDU**

**BRAVE NEW RADIO 88.7FM**  
**DR. ROBERT QUICKE QUIKER@WPUNJ.EDU**

**WPTV-6**  
**AL CLARKE CLARKEA10@WPUNJ.EDU**

**PIONEER TIMES**  
**PROF. ELIZABETH BIRGE BIRGEE@WPUNJ.EDU**

**S.M.A.R.T LAB (SOCIAL MEDIA, EVENTS)**  
**DR. ANGIE YOO YOOK2@WPUNJ.EDU**

## COLLEGE OF ARTS AND COMMUNICATION VIDEO AND SOCIAL MEDIA INTERNS

The College of the Arts and Communication at William Paterson University offers undergraduate and graduate programs in the visual arts, communication, and music. We are seeking intern(s) to assist our office in social media campaigns to promote the multitude of exhibitions, performances and other events to our constituencies, as well as inform of student, faculty and alumni accolades to a wider audience including potential students, donors and friends of the college and university. Please note: The intern(s) will be working in the new College, which will be a fusion of the College of the Arts & Communication and the College of Humanities and Social Sciences. The interns will participate in discussions regarding social media marketing strategies with the Interim Dean and Marketing & Community Liaison.

VIDEO intern(s) will assist the Marketing & Community Liaison and the Social Media Intern to:

- Produce marketing content for the College's social media sites: Facebook, Instagram, Twitter and YouTube
  - Record and edit virtual monthly "Student & Alumni of the Month Spotlight" interviews
  - Record and edit some virtual events and virtual Faculty, Staff & Student highlight interviews
  - Upload all pre-approved edited videos onto the College's social media sites
  - Attend pre-approved College events for the purpose of recording footage to post on the College's social media sites
  - Propose and obtain approval for all video recordings
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- The video intern should have experience with operating camera and audio equipment
  - The video intern should have proficiency with Adobe Creative Suite

SOCIAL MEDIA intern(s) will coordinate with the Marketing & Community Liaison and the Video Intern to:

- Identify and create content for campus events for inclusion in:
  - Dean's Office emails to various constituencies
  - Digital publications
  - College calendar for upcoming program events and anniversaries
- Assist the Dean's Office with creation of content and promotion of events and recognition of accolades using social media tools such as:
  - The College's Facebook, Twitter, YouTube and Instagram accounts
- Assist with digital notifications to students regarding:
  - Deadlines for advisement, registration, add/drop, payment of tuition, and other important notifications relevant to academic success
- The intern will be able to attend virtual College events for the purpose of developing content for social media posts
- The intern will propose and obtain approval for all social media content before posting

CREDITS AND ELIGIBILITY:

- Interns are expected to devote 4-8 hours a week for 12 weeks of the semester working with the Dean's Office
- The interns will earn 1-3 internal internship credits (depending on agreed upon schedule for an internal internship course at beginning of semester).
- Requirements: ✓ 58 credits (minimum) ✓ 2.5 GPA or above
- Graduate students may apply for the Graduate Practicum for the social media position.

To apply for the internal internship position, please send a résumé and cover letter to: Lavene Gass, Marketing & Community Liaison, at [gassl1@wpunj.edu](mailto:gassl1@wpunj.edu). Preferred application deadline: Monday, May 10, 2021.

