

Marketing Content Intern

DESCRIPTION

We are currently looking for an intern to join the team of Office of Communications and Marketing at American University in Bulgaria, 12 Svoboda Bachvarova Street, 2700 Blagoevgrad, Bulgaria (<https://www.aubg.edu/communications-and-marketing>). You will be responsible for assisting the team, working closely with staff and students and helping in content creation so that it supports the University's mission and strategic goals.

Type of contract: The Applications are welcome from university students who receive a internship/traineeship grant under the Erasmus+ Programme or other grant supporting student internships.

DURATION:

- a) 2 months (July-August)
- b) 4 months (1 semester – end of August until middle of December);
- c) 9 months (full academic year - end of August until late May);
- d) 12 months (full calendar year – beginning of July until end of June);

Starting date: a) 1st of July; b) last week of August; c) last week of August; d) 1st of July

TASKS

The main tasks of the candidate will be to:

- Provide administrative support to the Office of Communications and Marketing - general administrative duties;
- Assist in updating and designing advertising and information materials;
- Help in the planning, organizing, and the implementation of social media strategies;
- Write original editorial content in line with key messages for each target group;
- Generate ideas for, develops and creates articles, infographics, visuals, tips and guides delivering benefits to the University target audiences;
- Help design, plan, and execute online communication activities including creation and dissemination of text, visual, and multimedia materials on the internet through electronic means.

SKILLS

Excellent written and spoken English – B2 level or higher (Level of Common European Framework of Reference for Languages);

Microsoft Office competence;

Knowledge of design and web applications, as well as digital photography and videography skills;

Copywriting skills applied within an international or multinational organization/environment;

Good organizational skills;

Personal capabilities required: flexibility, punctuality, creativity, preciseness and hardworking.

The position is full time (8 hours/day), from Monday to Friday.