

student**success**

University of Texas – Arlington | Maverick Dining Marketing Internship Outline

Position Title: Marketing Intern
Department: Chartwells Higher Education

Compensation: Paid
Hours: Varies

General Description:

In this role, you will work closely with the Marketing Manager to implement and promote the dining program here at the University of Texas at Arlington. This involves research to understand the needs of the target market, planning & brainstorming, promotions & advertising through various platforms, and implementation. This is not your average internship; you will be spearheading various projects and will be able to request assignments to expand your knowledge base. This is a wonderful opportunity for anyone interested in the field of marketing.

The Requirements:

- Excellent communication skills, written and verbal
- Customer service experience/knowledge
- Knowledge of social media platforms
- Good to better interpersonal skills
- General interest and knowledge
- Knowledge of graphic design tools is a plus
- Prior marketing related experience is a plus

Job Responsibilities (May include any or all):

- Assist with planning, organizing and hosting events
- Assist with Dine on Campus
- Assist in social media calendar development and promotions
- Act as a brand representative
- Conduct marketing audits
- Conduct general administrative tasks
- Complete Marketing Boot Camp
- Surveying students to collect marketing research
- Create marketing materials to numerous specifications
- Manage signage in multiple locations
- Assist with the creation of concepts, campaigns, and imagery to effectively communicate messages to the target market
- Manage website and social networking profile content
- Attend meetings or other events as required

Learning Objectives:

- Demonstrate awareness, understanding and skills necessary to work in a diverse environment.
- Learn how to create and implement a marketing plan.
- Learn how to conduct market research and use it to generate a larger audience or increase buy-in
- Learn how to use multiple platforms and strategies to effectively promote a brand