

Marketing/Brand Communication Intern – Spring 2022**Internship Description Summary**

Marketing/brand communication interns will work with Research Corporation (RC) staff and RC partners on a multitude of projects while collaborating with fellow interns as part of the RC brand intern team.

Essential Responsibilities

- Support brand strategy
- Create social media calendars/initiatives in HubSpot
- Email marketing in HubSpot
- Support website builds in HubSpot
- Assist with RC events
- Data analytics & reporting in Google Analytics and HubSpot

Desired Characteristics

The RC is looking for innovative students from diverse academic and experiential backgrounds. Interns should be self-starters with abilities to work independently and with a team. Interns should be eagerly seeking quality workforce development experiences beyond the classroom and able to devote enough time each week to effectively execute tasks. Strong communication skills are essential.

Internship Expectations

- 120 completed hours
- Accountability and mentoring from the Director of Operations & Marketing
- Students will be expected to work onsite when needed as well as work remotely

Qualifications/Requirements

Interns must be current ETSU students. Undergraduate and graduate students from any academic program are welcome. Preference given to students in similar areas of study or with prior field experience.

Compensation

A stipend of \$500 will be paid upon completion of the internship.

About the ETSU Research Corporation

The ETSU Research Corporation connects, convenes and creates world-class research and innovation at the speed of business. It serves to enrich the university's culture of research on campus through internal and external partnership opportunities and by assisting in innovation and economic development in Tennessee. The corporation will strengthen students' experiential learning and promote workforce development. Learn more at etsurc.org.

Application

To apply, visit etsuresearchcorporation.org/internships.

Contact

Raina Wiseman
Director of Operations & Marketing
ETSU Research Corporation
wisemanr@etsu.edu

Graphic Design Intern – Spring 2022**Internship Description Summary**

Graphic design interns will work with Research Corporation (RC) staff and RC partners on a multitude of projects while collaborating with fellow interns as part of the RC brand intern team.

Essential Responsibilities

- Create visuals for a variety of digital needs, including but not limited to websites, social media and video elements as well as printed materials.
- Develop and maintain brand standards
- Plans concepts by studying brand strategy and key information
- Prepares and packages finished art

Desired Characteristics

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Internship Expectations

- 120 completed hours
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Qualifications/Requirements

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Computing Intern – Spring 2022**Internship Description Summary**

Computing interns will work with Research Corporation (RC) staff and RC partners on a multitude of projects while collaborating with fellow interns as part of the RC brand intern team.

Essential Responsibilities

- Support HubSpot website customizations and integrations
- Support CSS customization
- Support UX and digital brand experience activation
- Support website security and analytics implementations with Google Analytics
- Support additional computing projects driven by the RC and collaborators

Desired Characteristics

The RC is looking for innovative students from diverse academic and experiential backgrounds. Interns should be self-starters with abilities to work independently and with a team. Interns should be eagerly seeking quality workforce development experiences beyond the classroom and able to devote enough time each week to effectively execute tasks. Strong communication skills are essential.

Internship Expectations

- 120 completed hours
- Accountability and mentoring from the Director of Operations & Marketing
- Students will be expected to work onsite when needed as well as work remotely

Qualifications/Requirements

Interns must be current ETSU students. Undergraduate and graduate students from any academic program are welcome. Preference given to students in similar areas of study or with prior field experience.

Compensation

A stipend of \$500 will be paid upon completion of the internship.

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Video Storytelling Intern – Spring 2022**Internship Description Summary**

Video storytelling interns will work with Research Corporation (RC) staff and RC partners on a multitude of projects while collaborating with fellow interns as part of the RC brand intern team.

Essential Responsibilities

- Create documentary-style storytelling videos highlighting RC initiatives and partners
- Use motion graphics and cinematic styles to create impactful video content packages
- Create long and short form content deliverables for social platforms

Desired Characteristics

The RC is looking for innovative students from diverse academic and experiential backgrounds. Interns should be self-starters with abilities to work independently and with a team. Interns should be eagerly seeking quality workforce development experiences beyond the classroom and able to devote enough time each week to effectively execute tasks. Strong communication skills are essential.

Internship Expectations

- 120 completed hours
- Accountability and mentoring from the Director of Operations & Marketing
- Students will be expected to work onsite when needed as well as work remotely
- Students are expected to have their own video gear for this position

Qualifications/Requirements

Interns must be current ETSU students. Undergraduate and graduate students from any academic program are welcome. Preference given to students in similar areas of study or with prior field experience.

Compensation

A stipend of \$500 will be paid upon completion of the internship.

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Application

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