



## Social Media Marketing Intern

The California Centers for International Trade Development (CITD) has a 150 hour **unpaid** student intern position available. The CITD is seeking a highly motivated full-time student to assist in implementing the Center's social media with fresh, daily content.

**Start Date:** September 19, 2016

**Location:** Clovis Community College – Herndon Campus (390 W. Fir, Clovis, CA)

### Examples of Duties/Essential Job Functions:

- Assist staff in maintaining organizational social media accounts i.e. Facebook, Twitter and LinkedIn, to promote brand awareness and trade activities.
- Assist in the development and implementation of outreach strategies to recruit qualified participants for scheduled training and trade activities.
- Support Project Managers with communication and logistics associated with coordination of trade activities.
- Assist in Press Release and e-marketing development and distribution.
- Outreach to clients to obtain success stories and ascertain needs to help shape the services and direction of the CITD.
- Contact companies to share benefits of seminars and trade mission participation.
- Assist in maintenance of Client, Buyer and Media database.

### Employment Standards/Minimum Qualifications

- **Education:** Full-time college student (undergraduates 12+ semester units; graduates 9+ semester units). GPA of 3.0 or better. Undergraduate Majors: International Business, Logistics/Supply Chain Strategies, Management, Marketing, Business Administration, Agricultural Business, and Entrepreneurship.
- **Knowledge:**
  - Familiar with CITD programs and services;
  - Mature outlook and excellent communication skills are a must;
  - Ability to receive and follow instructions, and appropriately interact with other students, staff and the public.
- **Skills/Abilities:**
  - Proficient in Microsoft Word, Excel and Outlook.
  - Skills to read, interpret and prepare written material, file and retrieve information, and maintain records.
  - Highly organized, time management, and meets assigned deadlines.
- **Working Conditions:**
  - Work indoors with set hours;

### Center for International Trade Development

390 W. Fir Ave., Bldg B, Ste. 303, Clovis, CA 93611

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- Occasional travel opportunities to assist in training/trade activity facilitation;
- Work under pressure of constant deadlines with frequent interruptions.

#### **Internship Benefits:**

- Interns gain extensive communication and project management experience;
- Opportunities to make valuable connections with industry leaders;
- 90% of past interns have secured employment with highly sought after companies and credit skills learned during internship as providing them a competitive advantage.

#### **Selection Process:**

- The selection process will include screening of resume to ensure applicants meet all minimum qualifications. The most qualified applicants will be invited for an interview and required to produce 3 references. Selection is ongoing until positions are filled, and is contingent on continued funding.
- Application deadline is **5:00 pm, Friday, September 16, 2016.**
- To move forward in the selection process, you must email your resume to [citd@sccd.edu](mailto:citd@sccd.edu)

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