

Peace Corps Prep Program

Marketing Student Intern Position

Position Description

The Peace Corps Prep Program Marketing Student Intern will support program marketing and outreach to undergraduate students at the University of Arizona and in the local community. The ideal applicant will be familiar with the basic principles of marketing and outreach and possess a basic sense of what content will attract attention from key stakeholder groups. The ideal applicant should also be comfortable with in-person outreach activities and able to effectively represent our program at events.

Position Requirements

- Must be an undergraduate student at the University of Arizona.
- Must be eligible for the Federal Work Study Program.
- Must be available to work 8-10 hours per week.

Duties & Responsibilities

- Create content for Peace Corps Prep including email newsletters, social media, and web-based stories.
- Assist with outreach, tabling, and program events.
- Assist with the management of email marketing campaigns and subscriber lists.
- Identify and organize outreach presentations and/or activities with student clubs/groups.
- Moderate PC Club Discord Channel.

Potential Projects

- Support the development of stakeholder personas and style guide for outreach campaigns, potentially incorporating the use of AI generative text.
- Develop a podcast or video series focused on student and/or RPCV stories.
- Create a novel outreach strategy or marketing campaign for the program.
- Implement data analytics for marketing efforts and report on outcomes and effectiveness.

Desired Skills & Experience

- Familiarity with social media, ideally in the context of representing a brand or organization.
- Familiarity with content creation for various mediums including social media, email, and websites.
- Familiarity with graphic design: the ability to create images and graphics to support content creation.
- Familiarity with photography and the ability to capture compelling images at events to promote our program and tell our story.
- Familiarity with videography and the ability to produce videos for web and social media.
- Familiarity as a brand ambassador or salesperson, i.e. the ability to represent the program and familiarize prospective students with Peace Corps and the Peace Corps Prep Program.
- Excellent written and verbal communication skills.
- Confident and capable public speaker and presenter.