SUSTAINABILITY INTERNSHIPS

JOB DESCRIPTION

- Advocate for sustainability initiatives in dining services to the campus community on behalf of New Paltz Dining Services
- Connect campus initiatives to Better Tomorrow 2025 Objectives
- Post Announcements for all current and upcoming sustainability activities/information. The intern is responsible for contacting managers to gather information on sustainability topics
- Market sustainability programs and events to college community members and dining services employees through the website and in the dining halls
- Keep track of progress through event recaps, blog posts, web, Partnership Report Card and other platforms specific to campus
- Connect dining services with college community by getting student organizations informed and involved and use student volunteers during sustainability events
- Write case studies on Better Tomorrow success stories
- Regularly update sustainability communication materials
- Maintain Sustainability Communications: Check advertising and merchandising for all open promotions in units.
- Attend campus sustainability meetings to share New Paltz Dining progress and share information with the New Paltz Dining team

TO APPLY:
EMAIL YOUR RESUME TO KATE.COLE@SODEXO.COM
BY FRIDAY, APRIL 23, 2021

PAID $14.50/hr
On-campus
Flexible scheduling
Real, hands on experience and responsibilities
National & global network
FOOD!
SOCIAL MEDIA INTERN

- Create content for social media such as photos and graphics
- Help strategize, set up and execute paid media campaigns
- Interact with followers by communicating and answering questions through social pages
- Work alongside the marketing team to help execute monthly social media strategies.
- Provide creative insight into topics to be included in monthly calendars and seek creative ways to spread our message
- Maintain an up-to-date presence to GROW a following on social media platforms (Instagram, TikTok, Twitter, Facebook, LinkedIn)
- Manage our engagement across all social media platforms.
- Track social media trends and spot opportunities
- Strong writing skills with the ability to write engaging content for various audiences. Collaborate to write, proofread, and format materials.
- Develop new ideas and strategies for expansion on new social media platforms (Pinterest, TikTok, YouTube)
- Deliver feedback on content performance
- Collaborate with the Marketing team, attend relevant meetings, and understand how social fits into broader marketing strategy and goals

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JOB DESCRIPTION

ONE MINIMUM OF: $14.50/HR

ON-CAMPUS

FLEXIBLE SCHEDULING

REAL, HANDS ON EXPERIENCE AND RESPONSIBILITIES

NATIONAL & GLOBAL NETWORK

FOOD!
JOB DESCRIPTION

- Create and design print and digital materials including flyers, social media graphics, merchandising materials and more
- Adhere to brand guidelines and complete projects according to deadline
- Use graphic design software and work with a wide variety of media
- Collaborate with Manager to develop design concepts
- Receive feedback from Manager and make necessary changes
- Assemble final presentation material for printing as needed
- Support of Creating Exceptional Student Experiences positioning through a keen understanding of how to leverage marketing tactics at each touch point of the consumer journey
- Support the implementation and tracking of the Dining Services Marketing Plan by implementing the contents of the Campus Dining & Retail Promotions Kits
- Support the Better Tomorrow Plan initiatives through marketing, promotion and communication

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PHOTOGRAPHY/VIDEOGRAPHY INTERN

- Photograph and record video content, capturing stories and subjects using different styles of photography and videography
- Storyboarding; scheduling and organizing photo and video shoots; photographing events and individuals; and organizing and curating photos
- Color correct, and edit photos and editorial visuals
- Research current visual trends and how to produce an up-to-date aesthetic to target our core audiences.
- Capture engaging photos and/or videos to support the creative process of marketing content for all dining facilities, programs, service, and special events including.
- Assist with maintaining a consistent identity of New Paltz Dining by following the departmental brand guidelines while meeting New Paltz Dining’s marketing requirements
- Think creatively and develop a robust photo and video library for printed and digital content
- Assist with scheduling content to be published on social media at ideal times
- Assist with monitoring the social media channels and activities
- Assist with curating social media content for events, stand-alone campaigns, and other projects

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