

## **Student Intern – Communications and Brand Strategy**

Paid internship. Approximately 10 to 15 hours per week.

Student will assist public relations manager to provide communications support for the needs of the Office of the Vice President for Governmental Affairs for its MiSpartan Impact and Spartan Advocate initiatives.

Duties include:

- Identifying and sharing stories to feature on MiSpartan Impact web site and social media accounts.
- Writing (using AP style) and pitching stories that promote MSU's impact in Michigan.
- Locating/taking photos/videos for stories.
- Loading stories in content management system for publication to MSUToday and MiSpartan Impact.
- Other duties as assigned.

Necessary skills:

- Good news judgment.
- Flexibility and willingness to take guidance and direction from more than one supervisor.
- Knowledgeable in Microsoft Office and AP style. Knowledge of Adobe Creative Suite desired.
- Willing to learn other technology tools and systems.
- Excellent team player and open to supporting Communication and Brand Strategy's work by chipping in various projects.

Working as an intern in CABS offers students the opportunity to practice and build on their journalism, public relations, and marketing knowledge. Interns have the opportunity to experience the many aspects of CABS; expanding their skill set and building their portfolio.

Submit resume and cover letter to:  
Penny Davis, Communications Manager  
Communications and Brand Strategy  
Michigan State University  
Olds Hall  
408 West Circle Drive, Room 403A  
East Lansing, MI 48824  
(517) 355-5158 phone  
[penny.davis@cabs.msu.edu](mailto:penny.davis@cabs.msu.edu)