



# IOWA STATE UNIVERSITY **LIVE GREEN!**

[www.livegreen.iastate.edu](http://www.livegreen.iastate.edu)

## Social Media Engagement Intern

In conjunction with Iowa State University's Live Green Initiative, the Director of Sustainability is hiring one intern position focused on increasing social media presence and engagement in sustainability and living green. Intern is responsible for completing the position responsibilities listed below.

### Position Description:

This is a paid internship at \$12.00/hour. This position reports directly to the Director of Sustainability. The internship requires a commitment of 15-20 hours/week. Internship length is ~30 weeks, starting August/September, ending May (specific dates negotiable).

### Position Responsibilities:

- Oversee social marketing platforms for the Live Green! Initiative and Office of Sustainability, including [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [WordPress](#).
- Develop social media campaigns, in collaboration with the Campus and Community Events Team and the Marketing and Communications Team focused on increasing online engagement and connection to Live Green! events, publications and resources.
- Create monthly WordPress posts highlighting Office of Sustainability initiatives, events and projects.
- Maintain a consistent and vibrant social media presence for the Live Green! Initiative through all social marketing platforms.

### Position Qualifications:

- Must be a currently registered ISU undergraduate student.
- Must have experience working with social media platforms including Facebook, Twitter, Instagram and WordPress and developing social media campaigns.
- Must have strong writing and editing skills.
- Must be a team player and be flexible in terms of offering assistance to other projects and interns when necessary.
- Experience with Hootsuite is preferred.
- Photography experience is recommended.
- Experience with Adobe Design Suite or other similar content design programs is beneficial.

**To Apply: Email a cover letter, resume, two writing samples, two examples of executed social media campaigns and three references to:**

Gina Holtzbauer  
[gtholtz@iastate.edu](mailto:gtholtz@iastate.edu)

**Application Deadline – July 31, 2024 at 5pm**

Direct questions to: Merry Rankin, Director of Sustainability, 515-294-5052, [mrankin@iastate.edu](mailto:mrankin@iastate.edu)