New Student Services
Social Media Intern
Kansas State University

POSITION DESCRIPTION

Student leaders play a significant role in facilitating the successful transition of new students to the K-State campus. New Student Services Team Members recognize personal needs of prospective students and their families. New Student Services interns assist with projects as assigned and are instrumental in furthering the mission and goals of New Student Services.

MISSION

The mission of New Student Services is to provide continuing services and assistance that will:
- Aid prospective students in their college selection process
- Expose new students to the broad range of educational opportunities offered by K-State
- Help prospective students envision themselves as a K-State student

ROLE DESCRIPTION

The minimum expectations/responsibilities of the New Student Services Social Media Intern are:
- Create, curate, and manage published content on social media channels
- Create weekly and monthly schedules for social media posts
- Track activity on all social media channels using social media management tools
- Engage with prospective students through media on event days, campus visits, etc.
- Monitor trends in social media tools, designs, and strategies
- Design, create, and manage social media promotions and campaigns

QUALIFICATIONS

The minimum qualifications for the New Student Services Social Media Intern are:
- Maintain a successful student scholar and leader record; minimum 2.5 cumulative GPA, in good disciplinary standing and active in student activities
- Demonstrate a love for K-State to be shared with prospective students and their families
- Exhibit responsibility, attention to detail, a positive attitude, confidence, flexibility, team orientation, a high energy level, and strong communication skills
- Demonstrate a desire to learn about K-State, its regulations, people, programs, and community
- Demonstrate knowledge of social media tools, trends, and engagement with a desire to expand such knowledge

BENEFITS

The benefits of the New Student Services experience include:
- The opportunity to gain significant leadership experience and professional development
- The opportunity to serve as a role model while assisting in the transition and retention of new students
- The opportunity to work with faculty and staff across campus
- The opportunity to work in a diverse environment
New Student Services
Kansas State University
Social Media Intern Application

Applicant must be a current student at K-State. Must be able to meet the qualifications for working in New Student Services as outlined in the position description. Position is approximately 6-10 hours/week but will fluctuate based on events, interest in projects, etc.

PLEASE SUBMIT: Completed application, resume, and the names, addresses and phone numbers of three references (one on-campus reference is preferred). Also include a copy of your semester course schedule. **Deadline for materials is Monday, April 27, 2015.**

Full Name:_________________________________________ WID:__________________

Email ___________________________________________ Phone:__________________

Local Address: ____________________________________________

City/State/Zip: ____________________________________________

Permanent Address: ____________________________________________

City/State/Zip: ____________________________________________

Major/Minors:_____________________________________________

Year in School:_________ GPA:___________ Number of Hours Enrolled:_______

Anticipated Graduation Date: ___________ Number of Hours Desired per Week:____

Please respond to the following questions on a separate page.

1. Describe your college decision process. Why did you select K-State?
2. What skills have you acquired through previous volunteer or work experiences that will apply to the Social Media Intern position with New Student Services?
3. If you had creative control over the social media accounts for New Student Services, what would you want to highlight and why? *Refer to @KStateAdmission on Twitter and @kstateadmission on Instagram.*
4. Which social media platforms do you use personally? Please include links to your personal social media accounts.

*Return your application, resume, and references to:*
*Macy Warburton, New Student Services, 09 Anderson Hall*
*or email to mnoelle@ksu.edu*
*Questions may also be directed to this email address.*