



## **LeadMN Marketing Intern Position**

### **Position Description**

Part-time, contract position

\$16.50/ hour with 200-250 hours from August to June

Flexible hours; remote/ hybrid position with some weekend and evening hours for LeadMN events

Reports to: Communications Manager

### **Position Roles and Responsibilities**

The LeadMN Marketing Intern will assist with various aspects of our digital marketing and communications including hands-on experience in social media management; email marketing; content creation (video editing, photo editing, and graphic design); market research and data-informed marketing practices; as well as campaign planning and execution.

The Marketing Intern will receive leadership training and will work with the Communications team to build skills in digital media platforms and programs while contributing ideas to organizational communications projects and plans.

### **Responsibilities of the LeadMN Marketing Intern:**

1. Create content for LeadMN social media platforms: making and editing videos, taking and posting photos, creating and editing graphics, and writing content copy.
2. Send out monthly e-newsletter to over 100,000+ MinnState students.
3. Conduct interviews and gather insights from students and stakeholders.
4. Elevate and center student voices in engagement.
5. Attend four major LeadMN events throughout the academic year including the Fall General Assembly, Scholarship Celebration, Advocacy Day, and Spring General Assembly.
6. Help manage and grow our social media presence across platforms like Instagram, Facebook, LinkedIn, BlueSky, etc.
7. Review engagement analytics and performance and collaborate with Communications Manager to improve marketing strategies.

### **The rewards and skills you will develop through the position:**

1. Earn compensation for your service in a paid position.
2. Develop professional accountability and growth skills.
3. Participate in leadership training and skill-building activities.
4. Apply best practices within a professional setting.
5. Gain understanding in how to develop and maintain a brand's identity including voice, logos and design, and messaging.
6. Learn how to apply organizational communications strategies
7. Develop skills in marketing-related software and tools like Adobe Premiere Pro, Photoshop and Lightroom, Email marketing CRMs, Canva, and more.
8. Learn how to track, analyze, and report on the performance of marketing campaigns and initiatives using tools like Google Analytics, social media insights, and other analytics platforms.
9. Build valuable networking skills and gain opportunities to connect with marketing professionals and attend marketing conferences and training.

#### Qualifications

1. Currently pursuing a degree in Marketing, Public Relations, Journalism, Communications, or a related field.
2. Strong interest in marketing, digital media, and branding.
3. Excellent written and verbal communication skills.
4. Creative thinker with a keen eye for detail.
5. Familiarity with social media platforms and marketing tools (e.g., Canva, Google Analytics, Adobe, etc.).
6. Interest or skills in photography and videography.
7. Ability to work independently, manage time effectively, and collaborate within a team.
8. Prior internship or volunteer experience in marketing is a plus but not required.

#### **About LeadMN**

LeadMN (Minnesota State College Student Association), represents over 100,000 students at Minnesota's 48 public technical and two-year college campuses. The association works to ensure accessible, quality, and affordable public higher education while providing representation through leadership development, advocacy, scholarship development and communication across the state.

We have four pillars to our program that helps provide students with skills and confidence that lead to a better sense of self and long-term success. (1) Leadership skills, (2) Empowering leaders, (3) Achieving success, and (4) Driving change.

#### **To Apply**

Send a resume and cover letter to Communications Manager Andrea Tritschler at [andrea@leadmn.org](mailto:andrea@leadmn.org). If you have any samples of relevant work please include with your application.