

Social Media Intern – MSU Bookstore, Inc.

Essential Duties

Includes but is not limited to:

- Plans and executes photo and video shoots
- Recruits and communicates with models
- Edits photos and video content to be “publish ready”
- Creates captions and other communications for followers and stakeholders
- Works with the marketing content coordinator on graphic design projects for sales, campaigns, ads, and print media
- Is a key contributor to MSU Bookstore events
- Has access to and uses appropriately all social media platforms and accounts held by the MSU Bookstore and its departments and subsidiaries
- Is an active participant in creative and strategic planning for media content, campaigns, and other marketing related functions
- Runs a cash register whenever needed
- Is a team player when collaborating with other Bookstore departments and subsidiaries
- Circulates marketing materials around campus to promote the MSU Bookstore brand and in-store events.
- Responds to comments submitted via various social media platforms in a courteous and prompt manner.
- Stays up-to-date on emerging social media trends and platforms. Make recommendation to the Director of Marketing about ways to utilize current trends to promote the business.
- Welcomes and seeks feedback from student representatives and other key stakeholders on a regular basis.
- Prioritizes projects based on deadlines and customer needs.
- Interacts with customers in a friendly and professional manner.
- Practices strict confidentiality relating to all student (FERPA), employee, customer, Bookstore, University, and financial data.
- Performs a variety of general office duties such as filing paperwork, answering phone calls, and maintaining workplace cleaning.
- Maintains an up-to-date knowledge of store and campus safety procedures.
- Maintains knowledge and promotes products and services provides by the MSU Bookstore and its subsidiaries, including Blank Canvas Creative.
- Required to participate in annual inventory, seasonal events, stadium shifts, and open/close rotations.