



Title: CET Marketing Intern

Status: Part-time; 20-25 hours/week from June 1-August 15

Job location: Washington, DC (hybrid: Tuesday and Wednesday in-person; other hours remote)

Supervisor: Megan Mancenido, Senior Marketing Coordinator

Description of the Organization

CET Academic Programs is a study abroad organization that has been developing and delivering innovative educational programs abroad since 1982. Originally “China Educational Tours,” CET began operations in Beijing, and today offers a varied portfolio of semester, summer, and short-term customized programs for college, high school, and gap year students around the world. Known for strong academics, professional program management, and supportive student services, CET strives to integrate students into their host communities, adopt environmentally conscientious practices, and promote diversity and inclusion across all programs.

Description of the Position

CET seeks a marketing intern to assist with both digital campaigns and social media. Interns will primarily assist with CET’s student correspondent program; help manage CET’s social media accounts; and curate content for email campaigns. The ideal candidate will have experience in digital marketing, graphic design, communications, or other appropriate area.

Interns will manage CET’s student correspondent program. Student correspondents are current CET students abroad who agree to share their experiences on the CET website and social media accounts. The intern will communicate with the students, post their content to the CET website, and integrate quotes and photos from blog entries into content used on CET’s social media accounts and other digital marketing channels.

Interns will also assist the CET marketing team with other marketing projects as needed. Internships at CET provide an opportunity for hands-on experience in the field of study abroad and to learn from a staff of dedicated professionals. Interns will get a behind the scenes view of how study abroad programs operate from a provider perspective.

Responsibilities

Marketing, Social Media, and Promotion

- Manage the Student Correspondent Program including communication with summer bloggers and recruitment and selection of fall term bloggers
- Post student blogs on the CET website and assist with general upkeep of CET's Student Correspondent Program.
- Help with the implementation of CET's social media strategy across a variety of platforms (Facebook, Twitter, LinkedIn, Instagram).
- Make text and photo web updates on CET's website as directed
- Maintain and improve CET's electronic image library
- Assist in maintaining program listings on study abroad directories
- Assist with special projects based on regional knowledge or specific expertise

Requirements

- Degree-seeking student or recent graduate with a degree in marketing, communications, graphic design, or other appropriate area
- Superior organizational skills and attention to detail
- Basic knowledge of WordPress or other CMS
- Strong eye for design
- Excellent verbal and written communication skills and telephone demeanor
- Strong time management skills; ability to set and manage conflicting priorities, work efficiently in a fast-paced environment, and complete multiple projects under time constraints
- Cultural sensitivity and experience working with students of diverse backgrounds
- Ability to take initiative and use good judgement when solving problems
- Patience, flexibility, positive attitude and a sense of humor

Salary

The salary for this position is \$17.00/hour.

To Apply

At ATA, we don't just accept difference, we celebrate it. We use our diverse backgrounds and perspectives to our benefit by enriching our stakeholders and ourselves. ATA is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity, Veteran status, genetic information or any other protected characteristic under applicable law. If you have a disability or special need that requires accommodation, please let us know.

Qualified candidates should submit the following materials:

- Résumé
- Cover letter

Application deadline: We encourage applicants to send their materials as soon as possible and before our final deadline on May 20, 2022.

Send application materials via email to jobs@academic-travel.com and include “Marketing Intern” in the subject line. Applications missing any of these components will not be considered. The successful completion of a background check, including three professional/academic references, is required for this position.

To all recruitment agencies, ATA does not accept agency resumes. Please do not forward resumes to our jobs, ATA employees or any other company location. ATA is not responsible for any fees related to unsolicited resumes.