



## Communications and Engagement Intern 2025-2026 Position Description

Department of Residence Life | University

Title: Communications and Engagement Intern

Department: Residence Life

Reports to: Communications and Outreach Manager

Appointment: August 27<sup>th</sup> – May 15<sup>th</sup>

Remuneration:

- Early Arrival: Residence Life will pay for the nights of August 27<sup>th</sup> – August 28<sup>th</sup> to allow the Communications and Engagement Intern(s) to move into the Residence Halls early and settle in before their training starts.
- Payment: The Communication and Engagement Intern(s) will earn \$9 per hour for a total of up to 10 hours.
  - If the Communication and Engagement Intern(s) is eligible for work study we will use that to pay them

### Required Dates:

It is expected that the Communication and Engagement Intern(s) are available and present during the required dates listed below.

- Staff meeting: To be determined during Fall Training
- Fall Training: August 27<sup>th</sup>
- Fall Semester: September 2<sup>nd</sup> – December 19<sup>th</sup>
- Spring Semester: January 26<sup>th</sup> – May 15<sup>th</sup>

### Position Summary:

This position will be responsible for the Residence Life image, graphic, and marketing efforts, as well as assisting in developing a plan for and implementing the management of various marketing and social media. All interns will also have responsibilities supporting student engagement, student organizations, and general office management. This position requires many evening and weekend hours.

### Responsibilities:

Duties and Responsibilities Social Media Responsibilities:

- Stays up to date with current social media trends
- Self-motivated and able to manage many concurrent projects and changing priorities. Capable of working quick timelines
- Strong eye and passion for short form video creation (TikTok/Instagram Reels). Some experience with any video creating/editing application (TikTok, CapCut, Adobe Premiere Pro, etc.)





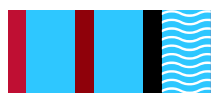
- Work with department staff and students to update and maintain the Residence Life social media outlets (Instagram, Snapchat, Tik Tok (potentially))
- Create and manage social media content calendar utilizing social media management tools
- Take the lead on our office graphics using Canva, and other design programs to create marketing materials for homegrown events (i.e. Freeze Fest, Midnight Mayhem, social stories etc.)
- Create and distribute printed materials on campus and in the River Falls community (Posters, Table Tents, Brochures, etc)
- Design and implement creative ways to engage the larger student body with our office (i.e. giveaways, graphics, photoshoots, videos, recruitment, social media engagement, tabling etc.)
- Assists with pre-production, production, and post-production of short-form and multimedia projects that relate to the campus life contributions of Residence Life
- Participate in meetings & brainstorming sessions to create various integrated marketing communication campaigns
- Attend Residence Life programming and take pictures to use for social media purposes
- Other duties as assigned

#### Residence Life Office Responsibilities:

- Maintain all duties as an employee of the Office of Residence Life staff, including training, retreats, and professional development
- Collaborate with all staff on executing departmental programs including but not limited to events hosted by RHA, ACs, CAs, Ras, etc
- Collaborate or create educational bulletin boards for the buildings
- Assist with social media and help run various Residence Life events throughout the year (i.e. RA recruitment, Housing Sign up, RHA Events, etc.)
- Create and maintain ongoing communication with professional staff to set deadlines, manage workload, and remain current with departmental needs
- Serve as an ambassador for Residence Life by providing high energy, enthusiasm, and effective communication
  - Learn from constructive feedback and ask for help when necessary
- Actively participate in weekly meetings with peer staff and supervisor
- Other duties as assigned

#### Qualifications and Conditions of Employment

- Must be enrolled as a full-time student, no less than 12 credits per semester during the period of employment.
- Must be in good standing regarding campus conduct, not being on residence hall or university disciplinary probation.
- Communication and Engagement Intern(s) are expected to maintain a 2.00 cumulative and semester grade point average during their time of employment. If a student's cumulative or semester GPA is less than 2.00, a written request will be required if the





Communication and Engagement Intern(s) wishes to remain in the position. The Communications and Outreach Manager will review the request and decide regarding the employment status of the Communication and Engagement Intern(s) with probation, academic performance plan, and/or termination.

- Must not be studying abroad or another activity that requires significant time away from campus during the 2025-2026 academic year.
- Must be able to attend staff meetings, complete all training sessions, and be present during required dates. Exceptions may not be made for other off-campus or on-campus positions that conflict with required dates.
- Prior to and during employment, Communication and Engagement Intern(s) are expected to serve as positive role models for residents. Communication and Engagement Intern(s) are expected to follow residence hall and University policies, as well as state and federal laws. This expectation applies throughout the period of employment, whether on or off duty, on or off campus.
- Prior to employment, any offer is contingent on passing the background check.
- The Communications and Engagement Intern(s) position is a full academic year appointment. If, after being selected and assigned, a student staff member learns that they will be unable to work both semesters, they may be removed from the position.
- The Communications and Engagement Intern(s) position requires responsibilities of entering campus residence halls, some of which do not have elevators. The position also requires late nights, and infrequent lifting of items of 25lbs.

#### **Preferred Qualifications**

- Interest in working in a high-energy team environment
- Has lived in the residence halls for at least one semester
- Passionate about making a difference in students' lives
- Excited about planning and supporting large-scale events that bring energy to the entire campus
- Experience working with social media (i.e. creating graphics, photography experience, content planning)
- Strong organizational skills, interpersonal abilities, and oral and written communication

#### **Termination/Resignation**

The following behaviors, if committed by the Communication and Engagement Intern(s), are considered serious enough to warrant conduct referral, disciplinary action, and/or termination from their position. Please note that this is not a comprehensive list. If a Communication and Engagement Intern(s) member is allegedly involved in a violation of Residence Hall and/or





University policy, the Communication and Engagement Intern(s) as a student is also subject to adjudication through the conduct process of the University.

- Violation of Residence Life and/or University policies and regulations.
- Behavior resulting in a felony conviction.
- Behavior resulting in a misdemeanor conviction that casts reasonable doubt on the likelihood of satisfactory job performance.
- Acts of negligence, depraved indifference, and/or incompetence that cast reasonable doubt on the likelihood of job performance or endanger the safety of a student.
- Misuse of official keys or card access.
- Refusal to comply with reasonable, legitimate, and specific direction about responsibilities expressed or implied in the job description.
- Behavior that can be reasonably considered to be seriously damaging to the ability of the University to meet its contractual responsibilities including but not limited to, lying, interference with university job performance, etc.
- The use of alcohol or other drugs which violates any Residence Hall/University and/or State policies or expectations of the Communication and Engagement Intern(s) positive role modeling including but not limited to being under the influence while performing any aspect of their job.

Any violations of the above guidelines will warrant consideration for a formal job performance review or immediate dismissal from the position and cancellation of all benefits of employment.

Upon conclusion of employment, all benefits are ended, and the Communication and Engagement Intern(s) must return all items to the Communications and Outreach Manager. The Communications and Engagement Intern(s) are expected to honor the terms and conditions of the residence hall contract they signed despite no longer being employed by the Department of Residence Life.

### **Appeals**

A Communication and Engagement Intern(s) who wishes to appeal their termination must submit a notice to appeal within 24 hours of termination. Termination due to academic standing is not a reason to appeal. Upon receipt of the notification, the Executive Director of Campus Life will schedule a meeting with the appealing staff member to review the circumstances surrounding termination.

