



EDUCATIONUSA ADVISING CENTER INTERN

REPORTS TO: Educational Adviser, Katherine Matles

SCHEDULE: Monday to Friday from 8:15 a.m. to 3 p.m.

JOB SUMMARY:

Internships at EducationUSA offer individuals interested in international education the chance to learn about the field and to take responsibility for challenging projects. Interns at EducationUSA will work as part of a small, dynamic team in a busy, but productive and rewarding environment, dealing with people from all over Spain in Spanish

With the advice of the EducationUSA Spain adviser, the EducationUSA Spain Intern will be responsible for engaging students with an interest in US Study through social media networks and EducationUSA's database of 10,000 contacts. The intern will also help manage the logistics and promotion of EducationUSA Spain outreach events. Finally, he/she will also provide support as a junior advisor when needed by responding to phone calls and emails.

REQUIREMENTS:

- Excellent written and oral communication skills in both English and Spanish
- Experience with US education system
- Excellent computer skills, experience with desktop publishing programs and social media management tools highly valued
- Strong organizational skills (ability to prioritize)
- Ability to thrive in a busy work environment and to take on multiple tasks at once

DUTIES & RESPONSIBILITIES:

With the support and supervision of the EducationUSA Spain adviser, the intern will be carry out the following tasks:

Online community management (25%)

- Manage EducationUSA Spain's social media presence, with a focus on identifying those media popular with target audience
- Run social media advertising campaigns for EducationUSA events

- Use Mailchimp to design and send occasional mass mailings to database contacts
- Write scripts, direct YouTube tutorials related to US Study
- Update email contact lists as needed (ie: high school counselor contacts, US university representatives, Spanish university contacts, etc.)
- Assist with web content
- Respond to database inquiries and questions about studying in the USA received on social network platforms.

Event coordination (25%)

- Coordinate and monitor event timelines and ensure deadlines are met.
- Initiates, coordinates and/or participates in all efforts to publicize event.
- Edit and design promotional materials.
- Prepare presentations. Work with printer and designer to develop event publicity.
- Create invitee list.
- Send out invitations and manage RSVP list.
- Establish and carry out online strategy for recruiting event attendees, as established in the Online Community Management duties above
- Coordinate event logistics, including registration and attendee tracking, presentation and materials support and pre- and post-event evaluations.
- Keep inventory of backdrops, projectors, computers, and other display materials.

Outreach (25%)

- Participate in fairs to promote EducationUSA services
- Deliver presentations on studying in the USA when the opportunity arises
- Infrequent travel is possible

Administration (25%)

- Provide support as a secondary adviser when needed
- Answer emails and phone calls as required