

**TITLE OF POSITION:** Social Media/Marketing Intern

**LOCATION:** LESA Education Center

**SUPERVISED BY:** LESA Director for Secondary Initiatives

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### **Consortium Summary**

The Livingston Applied Technology Education Consortium (LATEC) is the county-wide administrative entity overseeing Career and Technical Education Programs in the five local high schools. LATEC staff members are responsible for budgeting, compliance, grant writing, curriculum, pedagogy, staffing, and evaluation of CTE programs. Substantial work is done in collaboration with local districts, the Michigan Department of Education, and the federal government. Other strategic partners include local chambers of commerce, employers, post-secondary education institutions, Michigan Works! Agencies, and parents.

### **Position Purpose**

The Marketing and Social Media Intern position is a date and time limited experience that is outcome and task specific. The intern will work collaboratively with full time staff members to enhance the exposure and marketing of Career and Technical Education programs, internships, the Livingston Career and College Access Network, and MiBrightFuture. Some clerical duties including the tracking of social media interactions, website maintenance and data collection/compilation will be necessary.

### **Essential Functions**

**Note:** *(These duties and responsibilities are judged to be "essential functions" in terms of the Americans With Disabilities Act or ADA)*

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Assist in the design, distribution and evaluation of published content for the purpose of promoting CTE programs within the county (images, video, written)
- Assist with student recruitment, enrollment, and placement in CTE programs county-wide
- Gather and report evidence of interactions with employers, students, and parents
- Support employee, partner, and public inquiries with a strong service approach
- Design, disseminate, and analyze surveys and survey data
- Maintain consortium and organization websites and social media pages
- Create and compile data into Excel database formats

**Note:** The above statements are intended to describe the general nature and level of work being performed by a person in this position. They are not to be construed as an exhaustive list of all duties that may be performed by such a person. Other duties may be assigned.

## **Qualifications Profile**

**Note:** *The qualifications listed below are guidelines for selection purposes; alternative qualifications may be substituted if sufficient to perform the duties of the job.*

### **Education and/or Experience**

There is no degree required. Experience and technical expertise as would be acquired in a high school level social media, web design, or marketing program is necessary. Knowledge and experience in Word and Excel is necessary.

### **Language Skills**

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and written correspondence. Ability to speak effectively before groups of customers or employees of organization, as well as communicate proficiently over the phone with employers.

### **Mathematical Skills**

Ability to calculate figures and amounts such as discounts, interest, proportions and percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

### **Reasoning Ability**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

### **Other Skills and Abilities**

Ability to operate a personal computer, and/or laptop computer, Mainframe programs and spreadsheet experience. Ability to develop effective working relationships with students, staff and the school community. Ability to communicate clearly and concisely, both orally and in writing. Ability to perform duties with awareness of all district requirements and Board of Education policies.

### **Physical Demands**

**Note:** *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand; walk; operate a computer and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and depth perception.

## Work Environment

**Note:** *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The noise level in the work environment is usually quiet. Position usually demands meeting deadlines with severe time constraints.

- WAGE:** \$12.00 per hour.  
10 hours per week maximum (potential for additional hours when school is not in session).
- BENEFITS:** No benefits
- SCHEDULE:** The work schedule will be determined by mutual agreement. This position is intended for a current high school student on a co-op, work-based learning, or dual enrollment schedule.
- ASSIGNMENT:** Through June 30, 2017 with the possibility of rehiring