

**UC San Diego: Women's Center**  
**ONLINE AND SOCIAL MEDIA MARKETING INTERN**  
**September 2024-June 2025**

**MISSION**

The UCSD Women's Center is a space in which people work collaboratively to foster the educational, professional, and personal development of diverse groups of women. The Center provides education and support to all members of UCSD regarding gender issues, with the goal of promoting an inclusive and equitable campus community.

The Women's Center is grounded in the FACES Guiding Principles of Feminism, Awareness, Community, Empowerment and Social Justice.

The Online and Social Media Intern is an integral part of the Women's Center staff, contributing to the Women's Center mission, developing as a student leader, and providing services and programs around gender and social justice issues. Interning at the Center provides students with hands-on experience developing skills that will be useful to them in the wide variety of fields that they pursue after graduation.

**SPECIFIC DUTIES**

- Expand awareness about the work of the Women's Center (WC) using online and social media tools.
- Compile and send out Women's Center Weekly listserv announcement using Constant Contact.
- Send out daily social media posts.
- Make weekly updates to the WC Google calendar.
- Post, update, and distribute informational materials through online and social media.
- Create, design, and manage Women's Center social media pages and coordinate posts from interns, staff, and volunteers.
- Take a lead role in publicity and outreach connected to the events and programs of the WC.
- Take the lead role along with Graphic Design/Marketing Intern in taking pictures at WC events.
- Continue to expand and build upon existing online and social media used by WC.
- Research social media trends, document findings, and work with Graphic Design/Marketing Intern and WC staff to develop marketing strategies.
- Research similar organizations' social media sites and use research to develop innovative strategies for Women's Center marketing efforts.
- Research current events as they relate to gender and social justice issues and use online and social media tools to create space for dialogue.
- Create bi-weekly social media plans that include plans for publicizing events as well as plans for using social media to educate about topics connected to WC work.

**ALL INTERN DUTIES**

- Provide administrative support at the WC front desk; including but not limited to, data entry, photocopying, typing, customer service.
- Actively seek opportunities to inform the campus about the Women's Center.
- Assist with publicizing WC programs and events, including: using online social networks, flyering on campus, and word of mouth to promote Women's Center events.
- Stay informed about campus and community events and represent the Women's Center at campus and community functions, including tabling at various events.
- Consult with Center staff for program and workshop planning.
- Contribute to Women's Center joint projects including weekly e-news and other projects as requested.
- Plan and implement a Gender Action Project.
- Participate in weekly staff development meetings.
- Participate in ongoing in-service trainings and complete readings and other internship assignments.
- Participate in weekly one-on-one meetings with Women's Center staff.
- Serve as part of the Women's Center Operations team and participate in team meetings as needed.
- Assist with Women's Center programs throughout the year.
- Other duties as assigned, including but not limited to: staffing the WC front desk, opening and closing the Women's Center facilities, and assisting with WC publicity and events.

**QUALIFICATIONS**

- Ability to understand and articulate gender/social justice issues.
- Committed to the mission and vision of the Women's Center and serve as an enthusiastic representative of the WC.
- Proven experience working cooperatively as part of a team.

- Strong interpersonal skills and the ability to work collaboratively with diverse students, staff, faculty, and community members.
- Ability to effectively manage time and multiple projects.
- Ability to fulfill work responsibilities in accordance with WC staff expectations and requirements.
- Must be available on occasional nights and weekends.
- Ability to stay abreast of current events on campus and general campus climate.
- Preferred: Knowledge of Microsoft Office, Outlook, and Internet Explorer.

### **CONDITIONS OF EMPLOYMENT & MANDATORY DATES**

- Must be available to work 10 hours per week.
- Must pay UC student services fees each quarter while working.
- Must be available for Intern Training Monday, September 16th- Friday, September 20th, 2024 (Interns are responsible for making their own housing arrangements for this time).
- Must be available for Welcome Week Activities Monday, September 23rd – Wednesday, September 25th 2024.
- Must be available on Wednesdays from 3:00pm – 4:30pm throughout the 2024-2025 academic year for staff meetings.

### **INTEGRATED ACADEMIC INTERNSHIP**

The Women's Center internship provides both academic credit and paid experience.

- ➔ All students enroll in Critical Gender Studies Directed Group Study in Spring 2024 (prior to internship); class will meet Mondays 3pm – 4:20pm.
- ➔ Must enroll in Academic Internship Program (AIP) and earn 2 units of academic credit in the Fall 2024; class will meet on Mondays from 3-4pm at the Women's Center.

### **LEARNING OBJECTIVES**

The overall goal of the Women's Center internship program is to provide an opportunity for interns to be involved in all aspects of the Center's work. The Women's Center is a space where you will be able to cultivate skills and knowledge that will enhance and support your academic experiences at UCSD. As a Women's Center intern you will be able to explore new ways of engaging with your community in an effort to advance the goal of achieving a more just and equitable society.

Throughout the course of and at the completion of this internship interns will:

- Demonstrate an increase in understanding of the dynamics of power, privilege, and oppression.
- Demonstrate the ability to critically reflect on experiences with power, privilege, and oppression in their own lives.
- Demonstrate an increase in awareness of gender and its intersections with issues of race, class, sexuality, ability, and religion.
- Demonstrate enhanced leadership skills, which include:
  - Time management and prioritization of tasks.
  - Effective communication skills.
  - Collaboration and conflict resolution skills.
  - Articulate an intersectional approach to feminism.
  - Understand the connection between feminist theory and practice.

### **EXPECTATIONS**

Interns will be evaluated in the following categories:

- General Responsibilities
- Communication
- Leadership
- Relationships
- Project Management
- Personal Development

**APPLICATION DEADLINE:** Application available at [women.ucsd.edu](http://women.ucsd.edu) and must be submitted online at the Women's Center on or before **Tuesday, January 23rd at 4pm.**

Questions? Contact Hannah Aksamit at [haksamit@ucsd.edu](mailto:haksamit@ucsd.edu)