

SUPERVISOR CONTACT INFORMATION:

Name of Organization: **Summer@Eastman**

Name & Position of Supervisor responsible for Intern: Dr. Sylvie Beaudette, Director

Phone Number: (585) 274-1415 E-mail address: sbeaudette@esm.rochester.edu

POSITION INFORMATION: (If more room is needed, continue answer on a separate page.)

1. Position Title: **Summer@Eastman Marketing Assistant**

2. Internship Tasks and Responsibilities:

The Summer@Eastman intern will learn how the summer session marketing is planned and budgeted, according to potential impact and targeted audiences. Marketing is a major part of the Fall's responsibilities, including website updates, social media marketing, e-newsletters, blogs, printed and e-ads, etc. A large portion of the time will be devoted to mailing list development, benchmarking research, as well as free and paid listings searches related to Summer@Eastman's varied target audiences. The intern will participate in all related meetings with Communications and ECMS, and contribute to bi-monthly blogs.

3. What will the Intern(s) learn while performing these tasks and responsibilities? Please be specific as to what skills and experience will be gained.

Specific skills developed: creative online research (i.e. detective work) based on targeted audiences, detailed and professional reporting, writing (reports & blogs), and time management.

4. Skills and/ or experience that would be necessary or helpful for the intern to have coming into the internship: (technology & social media, project and event management, writing, data management etc.)

The Summer@Eastman intern must have some experience with social media, online research, and Excel spreadsheet, and have good writing skills and a keen eye for editing.

5. What is the work environment and how will the intern be supervised? Where and when will the majority of work take place? Is this a typical 9-5 office environment or is much of their work self-directed/done remotely? How often will you meet with the intern to discuss their work assignments and where will that take place?

This is not a 9 to 5 job. Although the bulk of the work is done remotely, we require the intern to attend: weekly meeting with supervisor, weekly meeting with Summer@Eastman team, and 3 general meetings (Operations, Marketing, Communications). Between meetings, supervisor and intern communicate via email and text. The intern is required to submit weekly reports.

6. Is a car required? No Yes Mileage paid? No Yes Amount: _____

Please note that interns must work **at least 85 hours** and are limited to working a maximum 100 hours per semester. Any deviation from this requires prior approval from ALP.

Form Completed by: Sylvie Beaudette Date: 02/05/2021