

SOCIAL JUSTICE EDUCATOR: SOCIAL MEDIA & MARKETING INTERN

10-12 Hours per week (starting August 23, 2021*)
September 2021 - June 2022



INTRODUCTION

The central mission of the Cross-Cultural Center is to create a space of dialogue and programming where individuals learn about themselves as well as others in a supportive environment. Within this context it will be a central goal of the CCC Interns to program, provide services, and plan events for and about members of historically under-represented groups. Interns play a critical role in the development and operation of the CCC. The Common Ground Intern is central in helping the CCC "tell our story" and connect with people across boundaries at UCSD and the greater community. Students will be chosen as interns based on their proven leadership experience, potential to contribute to the mission and development of the Cross-Cultural Center, and understanding of the need for a multicultural society.

GENERAL RESPONSIBILITIES

- ▣ Provide once a week front desk staff coverage from 8:30-10:30am or 6-9pm, subject to change
- ▣ Assist with CCC administrative duties including data entry, photocopying, typing, and customer service
- ▣ Assist in facility maintenance including: basic cleaning, furniture rearrangements, scanning, and supply inventory
- ▣ Plan, organize and evaluate one self-initiated project/program based on academic or career interest to include networking with faculty and/or staff
- ▣ Create one "Thought Spot" display board-per quarter
- ▣ Design one educational "Critique This" or display board and flyer/quarter. Advertise via Campus Community Centers' e-news, CCC Instagram, and CCC in-house TV-display
- ▣ Contribute to the Common Ground blog with quarterly submissions
- ▣ Support affiliate student organizations with scheduled destressor and wellness programs or special interest workshops
- ▣ Attend All-Staff meetings Mondays and Wednesdays 3-5pm
- ▣ Represent the CCC at tabling fairs, provide tours, and CCC informational presentations as requested
- ▣ Research, design, and present two "Teach-Me's" of choice during all staff meetings
- ▣ Engage in public speaking critique sessions during all staff meetings on professional development presentation weeks
- ▣ Utilize or self-design an effective organizational tool to develop personal and professional time management skills
- ▣ Develop quarterly goals and submit the Developmental Outcomes Survey in the beginning of each quarter
- ▣ Reflect and self-assess post-program internship experience via End of the Year Survey at the end of spring quarter
- ▣ Attend one one-on-one meetings with a full-time staff member weekly
- ▣ Attend and at times assist with weekly all staff meetings
- ▣ Submit feedback and recommendation for future development of the Center
- ▣ Submit weekly oral and/or written reports on internship progress
- ▣ Other duties as assigned

SOCIAL JUSTICE EDUCATOR POSITION RESPONSIBILITIES

- ▣ Plan, implement, and evaluate diversity trainings, workshops, and programs for a variety of groups, including student organizations, residential life staff, orientation leaders, student government, college councils, departments, community-based groups, K-12 youth, and student organization retreats
- ▣ Plan, organize, facilitate, and evaluate 2-4 quarterly "SJE Presents"
- ▣ Plan and implement workshops/activities with affiliate groups of the CCC
- ▣ Lead tours, information sessions, and workshops with elementary through high school student and community visitors
- ▣ Complete weekly educational training material, readings and reflections
- ▣ Provide ongoing, individual and critical team feedback for overall growth and development

SOCIAL MEDIA AND MARKETING POSITION RESPONSIBILITIES

- ▣ Oversee the management of the quarterly blog theme
- ▣ Curate and manage online presence/blog on behalf of the CCC with regular posts (weekly, monthly, quarterly)
- ▣ Manage and update in-house TV publicity weekly
- ▣ Curate and build infrastructure in the fall for Center TV programming in winter and spring, i.e. weekly music hours/movie, etc.
- ▣ Coordinate TV programming with CCC Jim Lin Alumni Relations and Development intern on "Where are they Now?" alumni segments
- ▣ Coordinate digital art gallery TV programming with CCC Joy de la Cruz Art and Activism interns
- ▣ Create social justice education marketing campaigns via social media platforms (i.e. Artist Mondays, Tune in Tuesdays, Wellness Wednesdays, etc.)
- ▣ Produce flyers for CCC intern and staff events
- ▣ Create Facebook events for CCC interns and staff
- ▣ Frequently update and manage all CCC social media outlets (e.g. Facebook, Twitter, Tumblr, Instagram & Vimeo), to include advertising for CCC affiliates, alumni, campus, community, and CCC's events and announcements
- ▣ Create electronic flyers in collaboration with board designer for all Display Boards to advertise on enews and/or Facebook

- ▣ Oversee, manage, and develop digital marketing infrastructure to include oversight of publicity calendar for social media posting via outlets, such as Facebook and Instagram
- ▣ Track social media analytics and report results to supervisor biweekly
- ▣ Support advertising for all CCC staff and intern programs, galleries, and Critique This Boards via CCC affiliated departments' e-news, CCC social media outlets, physical flyering, soliciting class extra credit, student insider, Price Center, student organization GBMs, classrooms, and CCC in-house TV-display
- ▣ Take lead role in photographing CCC events and properly archiving them in the share drive
- ▣ Plan, coordinate, and evaluate a community workshop winter and/or spring quarter (i.e how to's, technical skills building, etc.)

QUALIFICATIONS

- ▣ Will be a UC San Diego undergraduate student for the 2021-2022 academic year without a leave of absence
- ▣ Ability to understand and articulate issues of multiculturalism, cross-cultural communication, racism, sexism, heterosexism, homophobia, classism, ableism, religious oppression etc.
- ▣ Ability to work within the Cross-Cultural Center mission statement and PLACES
- ▣ Demonstrated ability to effectively manage time and multiple projects
- ▣ Proven experience working cooperatively as part of a team
- ▣ Strong interpersonal skills, ability to communicate effectively in one on one and group settings
- ▣ Position requires an individual who can work collaboratively with students, faculty, staff and the wider community which the university serves
- ▣ Working knowledge of desktop publishing, PC & MAC software/computers.
- ▣ **Familiarity with web/graphic design software (Adobe Photoshop, InDesign, Illustrator, Microsoft Publisher, html or similar, Canva, etc.)**
- ▣ Understanding and familiarity of social media and networking outlets to effectively update constituents
- ▣ Strong experience with developing calendars, newsletters, and other print materials

*Possible opportunity to begin employment August 23, 2021 for early quarter planning and projects