Media Intern - Monarch Opportunity Scholarship with the Resource Center for Sexual & Gender Diversity (RCSGD)

Description:

The RCSGD Media Intern will work with the Program Coordinator of LGBT Resources to develop marketing and branding materials for undocumented queer and trans students.

Length of Opportunity:

This opportunity is for the academic year (Fall 2020 – Spring 2021). You must be an enrolled student for the full length of the opportunity (averaging 10 hours per week each quarter). This opportunity will be remote until the RCSGD resumes in-person services and is negotiable to be remote for the entire academic year.

Required Qualifications:

To participate in the Monarch Opportunity Scholarship with the RCSGD, a student must meet the following qualifications:

- You must be an enrolled student for the full length of the opportunity (Fall 2020 - Spring 2021).
- All majors and class levels
- Patient and responsible
- Comfortable working in a team, as well as being a self-starter
- Organized and able to manage time

Learning/Professional Development Outcomes:

By participating in the Monarch Opportunity Scholarship with the RCSGD, students will gain knowledge or skills in the following areas:

Marketing/Design Strategy:

- Utilize Canva and Photoshop to develop eye-catching marketing materials promoting special events and services
- Create promotional materials for various events such as information sessions, panels, workshops, etc.
- Provide input to the program coordinator and marketing coordinator regarding the current marketing materials and future considerations

Social Media Management:
Create and upload content to the RCSGD Instagram, Facebook, and Twitter pages
Utilize engagement strategies to increase followers, views, and likes through themed-days or take-over events
Collaborate with social media team to determine strategy for each social media outlet and ensure accurate and consistent promotion

Content Creation:

- Write and produce original content for the RCSGD TikTok and Youtube, promoting various aspects of undocumented issues and identity
- Work alongside RCSGD staff to determine weekly themes and promote activists, causes, and organizations related to those themes
- Photograph and caption original content for all forms of social media and website use
- Create content for the RCSGD website that promotes and furthers the interests of undocumented people

Scholarship Amount and Disbursement:

The student will be awarded $1,000 per quarter ($3,000 total for the academic year). The scholarship will be disbursed at the beginning of each quarter to the student’s BARC account.

Loss of Eligibility:

Eligibility for continuous quarters is determined based on engagement in the learning outcomes during subsequent quarters. A student may lose eligibility to continue with the Monarch Opportunity Scholarship if they are no longer actively engaged or are unable to engage in the learning outcomes.

Application Details:

To apply for this opportunity, please email a resume and cover letter to Dwayne Mosbey at dwaynemosbey@ucsb.edu by Thursday, Oct. 1 at 9:00am. We recommend seeking guidance from Career Services for your application documents.

Statement of Understanding and Agreement:

By signing below, you affirm that you have read and understand the Monarch Opportunity Scholarship agreement and agree to actively engage in the learning/professional development outcomes.
Student Signature

Date

Opportunity Coordinator Signature

Date