Social Media and Strategic Communications Intern

The social media and strategic communications intern will work alongside the communication specialist to develop and implement communication plans, manage social media, and assist in mission critical tasks which supports the goals of the Office of Human Resource Management (HRM) and Louisiana State University, which serves all LSU A&M employees.

The selected candidate will be expected to work a minimum of 10-15 hours a week. Workdays and times are flexible. Start and end dates are flexible. This internship is unpaid; however, interns may qualify for LSU credit (3 hours) contingent upon their college’s approval.

Internship Overview:

Strategic Development: Assist in the growth and development of the HRM brand by raising awareness through various social media platforms on services offered, mission, vision, and values. Assist in implementing plans to increase engagement on social media websites. Monitor postings to ensure brand messaging is consistent, from the terminology used, to images posted. Create and manage the HRM social media content calendar, and aid in the daily aspects of promoting the office initiatives and events.

Communication and Content Creation: Research and create HRM social media content, and write copy to promote employee benefits, trainings, wellness tips, events, and other employment related materials.

Qualifications / Competencies:

- Highly organized and detail-oriented team player
- Possess strong verbal and written communication skills and exceptional follow-through
- Proficient in MS Word and content creation platforms such as Canva. Experience with Adobe InDesign is a plus!
- Able to effectively manage concurrent projects and communication streams

To Apply

Please submit your resume, a brief cover letter expressing your interest in and qualifications for the position, and a list of 3 professional references to Andrea Sagnard at asagna1@lsu.edu, or apply on Handshake.

About LSU’s Office of Human Resource Management

Mission Statement

We provide leading human resource services for the flagship university to attract, develop, and retain an exceptional and diverse workforce and to strategically support the university’s mission of fostering excellence in the LSU community.
Vision Statement
We aspire to be a regional and national model of human resources and an employer of choice through strategic partnerships as well as the development of an engaged and talented workforce.

Guiding Principles
We value a commitment to the following five guiding principles:

- **Integrity**: We strive to be a model of mutual respect, honesty, and consistency. Equally important is the need to provide and maintain accurate data and quality services. Therefore, we are committed to act in accordance with our professional standards to be dependable, ethical, and to provide responsible stewardship of university resources while maintaining confidentiality.

- **Collaboration**: We value partnerships across the LSU community and believe that open communication and teamwork fosters engagement, innovation, and overall success.

- **Transparency**: We encourage open and honest two-way communication. We believe that encouraging transparency will build trust and lead to increased levels of employee engagement and retention.

- **Customer Service**: We strive for excellence in customer service by being solutions oriented, resourceful, responsive, and innovative in serving our stakeholders.

- **Inclusion**: We value all individuals, and our ability to reach our full potential as a team and best serve our constituents is dependent on the extent to which we foster a culture of inclusion. Therefore, we are committed to promoting fair and respectful treatment of all individuals as well as providing equitable access to opportunities and resources to achieve organizational success.

To learn more, visit [lsu.edu/hrm](http://lsu.edu/hrm)