



Digital Communication, and Marketing Internship
Midwestern Higher Education Compact (MHEC)
March 2021 – May 2022

POSITION

The **Digital Communication, and Marketing Intern** will support the Graduate Credit Quest Website <https://beta.graduatecreditquest.com/>. This is a remote working position. For this position, you would report to the VP of Policy and Research.

ORGANIZATIONAL OVERVIEW

The Midwestern Higher Education Compact ([MHEC](#)) is based in Minneapolis, MN and is one of four regional higher education compacts in the US. It serves colleges and universities in the twelve Midwestern states.

MHEC seeks a highly-motivated intern to help us grow and market a recently enhanced website developed to connect high school teachers to universities offering courses they need to reach required concurrent enrollment teaching credentials. The markets (users of the site) for the site are focused on the Midwest states, but the potential exists for the geographic reach to grow to include the entire nation over time.

This position is intended to be the primary administrative and promotional support for the Graduate Credit Quest web site. This new/enhanced site is currently under beta reviews and is scheduled to launch in March 2021.

POSITION DETAILS

- This role will function 100% remotely and average 15-20 hours per week.
- Regular meetings with the supervisor and the IT providers are anticipated.
- Preference will be given to candidates who can commit to work through the end of 2021 and through May 2022.
- Must have access to reliable, high speed internet service.
- The position offers an attractive wage and an opportunity to learn/experience real world dimensions of digital marketing.
- Ideal start date: March 1, 2021; internship will remain open until filled.

RESPONSIBILITIES

- Communications and PR
 - Help to develop communication and marketing templates, strategies, and promotional materials (PowerPoint files, e-marketing materials, tutorials, more) related to the new website/data base tool.
 - Assist in the electronic distribution or delivery of marketing materials

- Maintain database of users, contacts within the user networks and the listed graduate courses.
- Conduct limited research
 - Identifying universities offering courses and programs appropriate for the website
 - Discovering unique State-related information on credentials or unique tuition incentive programs, related rules or legislation.
 - General market conditions for dual credit instruction, instructors, regulations, funding, more.
- Social Media management
 - Recruit case studies (experiences of the users of the site) and coordinate blog contributors as well as research generated content for the web site's media content.
 - Assess website and social media analytics reports and provide recommendations
 - Provide support to social media efforts within MHEC related to Graduate Credit Quest.

REQUIRED QUALIFICATIONS

- Currently pursuing an Associates or a bachelor's degree in marketing, public relations, interactive web management, or related field
- Self-directed, with strong personal management and organization skills
- Excellent thinking/problem solving skills
- Excellent verbal and written communication skills
- Approach all problems and projects with a high level of professionalism, objectivity and an open mind to new ideas and solutions
- Strong attention to detail
- Experience conducting research
- Solid team player
- Experience with social media and website analytics
- Experience with email marketing

PREFERRED QUALIFICATIONS

- Experience writing blog posts
- PowerPoint, Word, Excel, and Google doc experience
- WordPress or similar web development experience

APPLICATION PROCESS

Please send cover letter, 2 references, work/writing sample, and resume to Jenny Parks at jennyp@mhec.org.

