Tufts University is a leader in American higher education, distinctive for its success as a moderately-sized university that excels at research and is committed to providing students with a personal experience. Tufts is known for its academic blend of research and liberal arts, with three main campuses, including a medical school, dental school, and veterinary school. These practices create a unique combination that attracts faculty, staff and students who thrive in an environment of curiosity, creativity and engagement.

Research Technology Overview
Research Technology (RT) works closely with Tufts academic and research communities to define their technology needs and provide innovative IT solutions that support the University’s goal of academic and research excellence. RT offers a wide array of services in support of teaching, learning and research. RT offers critical infrastructure such as a large high-performance computing research cluster with 7,700+ cores, networked and secure storage for research data, as well as commercial and open-source software platforms. RT maintains and provides a comprehensive suite of tools and consultation services for scientific computing, bioinformatics, statistics, computational methods, Geographic Information Systems (GIS), and visualization. These services offer many options such as technical support, training & workshops, technology consultation & planning, and monitoring emerging technologies. This team also manages the Tufts Data Labs on the Medford and Boston campuses. The Data Labs are teaching and research computing labs designed to serve as hubs for walk-in and advanced consultations and to foster collaboration and innovation across all campuses and departments.

Internship Description
Do you have a creative mind and love to work on helping to develop and promote services? TTS is seeking a highly motivated student to help launch a comprehensive marketing and communications plan for our Research Technology (RT) services. This internship will give you the opportunity to dive into the area of research technology at Tufts and

Intern Assignment: Digital Marketing and Communications Specialist
Internship Address: Tufts University, Medford/Somerville Campus, 169 Holland Street / 16 Dearborn Road Somerville, MA 02144

Is Location MBTA Accessible? Yes

Hours Per Week: 10-20 hours/week

Time Frame: 15 weeks, September 10 – December 6, 2019 (Flexible)

Preferred Days of Week: M-F

Internship Hours: 9:00 A.M. - 5:00 P.M. (Flexible – some hours may be worked remotely with supervisor’s permission)

Pay Rate $18.00/hour

Room and Board: Not provided. Student intern is responsible for their housing arrangements.

Contact Person: Margaret Rubio-Keefer, margaret.rubio_keefer@tufts.edu
develop a suite of digital marketing and communications tools to ensure the community is aware of and makes use of the broad range of research technology available to them at Tufts. This role will report to the Manager for Service Marketing and Communications for TTS to ensure that branding and messaging is aligned with that of the overall department. The work will be performed in collaboration with TTS Marketing and Communications and the RT technical experts.

As an intern, you will not only assist us in developing a comprehensive marketing and communications program for RT, but you will learn how to work collaboratively across disciplines, how to build digital resources for marketing, and the tools needed develop these programs. You will also have a pretty cool completed project to add to your resume!

Come join our team and be part of supporting the mission of research at Tufts!

**Internship Responsibilities**
Under close supervision and guidance, responsibilities include:
- Develop a marketing and communications plan for RT
- Build and enhance a comprehensive website presence for RT to showcase and advertise services
- Revise, edit and publish service content on website
- Assist in developing campaigns related outreach, events, vendor relations, email messaging, and social media.
- Participate in project teams, as appropriate
- Perform other duties as required.

**Basic Qualifications**
- Understanding of basic marketing principles
- Logical, concise writing skills
- Ability to efficiently manage time, multi-task as needed, and effectively navigate shifting priorities
- Flexibility and adaptability to work effectively as a member of a team as well an ability to work independently
- Strong communication and interpersonal skills; the ability to work effectively with individuals at all levels of the organization
- Attention to detail and commitment to quality
- Customer focus
- Creativity and entrepreneurial thinking
- Critical thinking and problem-solving skills
- Ability to write in a clear and understandable voice

**Desired Qualifications**
- Ability and desire to learn independently when given a set of resources to draw from
- Experience with digital content editing in website development platforms (i.e. WordPress, Drupal)
- Experience with Adobe Creative Suite (i.e. InDesign, Photoshop)