

**Agency Name**

NC Department of Public Safety

Project Sponsor Name

Tameka Judd

Agency Division

Human Resources

Project Sponsor Email

tameka.judd@ncdps.gov

Division Name

Recruitment

Agency Website

<https://www.ncdps.gov/>

Agency mission and services provided to the community

NC Department of Public Safety's mission is to safeguard and preserve the lives and property of the people of North Carolina through prevention, protection, and preparation with integrity and honor.

We value the safety of our employees and the citizens we serve, We perform our work in an ethical, honorable, respectful, courageous, truthful, and sincere way, We exhibit a courteous, conscientious, and business-like manner in all customer service activities; We stay knowledgeable of all aspects of our job; We act for the public good without regard to convenience or self-interest, We draw strength from our differences and work together as a family in a spirit of inclusion, teamwork and mutual respect.

Project Description and Expectations

Marketing/Communication Projects: website creation and review, social media campaign development for specific events or projects, presentation refresh, graphic design needs or marketing collateral, content creation, organizational communication analysis, market research, and special events support.

Major tasks to be performed?

Help implement creative and innovative influencer marketing campaigns that increase brand awareness and drive engagement. Measure and identify opportunities to increase student interns' conversions back to our social accounts. Think creatively and strategically in terms of content format to drive students to the Internship website. Research and share social media content creation best practices to attract students. Research and report on key industry trends and emerging technologies for communicating with students regarding career opportunities

Desired knowledge and skills of the intern?

Social media experience

Excellent understanding of trending social media platforms: Facebook, IG + TikTok

Superior written and verbal communication skills

Sharepoint, Excel, PowerPoint, Smartsheets

Content creation skills: photo, video, and or short-form writing.
Some experience in short-form video editing is ideal.

What field(s) of study is best suited to this opportunity?

Bachelor's Degree in Marketing, Communications or related field

Candidates must be undergraduates in the last 2 years of their undergraduate experience who are willing to work both in the office and remotely.

Final product or outcome anticipated?

Based on students' research and analysis we would provide the recommendations for implementation.

What can a student expect to learn during this internship?

In this role, the student will work closely with both Human Resource and the Communication team to learn how policies and best practices shape digital content within state government. The student will also learn tactics for communicating events, brand awareness strategies within state government and public relations.

Ed2NC recommends remote internships to allow all North Carolina students an equal opportunity to participate. Will this be a remote internship, in-person, or hybrid?

Hybrid

Expected hours per week and/or total project hours?

40 hours total

What is the anticipated intern work schedule?

Flexible

Will travel be required?

Some

Will state equipment be provided for intern to perform required tasks?

Yes

Proposed pay rate?

15.00