

**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/>

Work Location

Hybrid: Office - 214 W. Jones Street, Raleigh

Hours

5/10 hours a week M-TH for a total of 80 hours

Pay Rate

\$15

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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, internship video, 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. Internship website modification and creation; 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

Minimum Education and Experience

Undergraduate or Graduate student pursuing a degree in Marketing, Communications, or related fields. The ideal candidate must be at least an undergraduate in the last 2 years of their bachelor's degree and is willing to work both in the office and remotely.

Final Product Anticipated

Internship website creation, branding for the HBCU internship program, and graphic design for recruitment material.

Student Learning Objectives

In this role, the student will work closely with both Human Resources 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.

Travel Requirements

Possible travel to multiple DPS division(s) within 25miles of downtown Raleigh.

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