

### **Question One: An Interview**

If a hiring manager were to ask me during an interview to describe a class or club project that I believe would make me a good fit for an internship or entry-level position in my preferred field, this would be my response:

During my freshman year of college, I took a Non-profit and Social Marketing course. For that class, we all had to complete a group project partnering with a non-profit organization. My group collaborated with Clark Futch, the Assistant Director of Career Services at Saint Leo University. Career Services assists students and alumni with all phases of career development, from career guidance and job search training to resume advice, interview skills, and professional networking. We specifically helped them with marketing the launch of their Press Paws Podcast. The purpose of this podcast was to bring in guests from different fields that were applicable to the students at the university so that they could talk about their career, highlighting the importance of the six Saint Leo core values: excellence, community, respect, personal development, responsible stewardship, and integrity.

Our main goal with this project was to make more people on campus aware of the podcast and ultimately achieve a higher number of listeners and followers. To do this, we executed a series of marketing initiatives. My team implemented pre- and post- surveys to gauge the target audiences for the podcast. These surveys were in the form of two Google Forms that were posted on the story of the Saint Leo University Career Services Instagram page. Through these surveys, we collected information on how many people had heard about the podcast, where they had heard about it, how satisfied they were with it, and what they wanted to hear in future episodes. We also partnered with students who were employed by Career Services as work-studies to put on a tabling event promoting the podcast. When students came up to the table, they

were prompted to follow the podcast on Spotify as well as follow the Career Services Instagram account to be entered into a drawing for a chance to win Career Services merchandise. Finally, we created and distributed flyers around campus to increase awareness of the podcast. The flyer told students to listen to the podcast to learn more about potential career fields and gave brief information about the guests for the first two episodes. It also included QR codes for the Career Services Instagram and Spotify accounts. The members of my group all worked together to accomplish each of these tasks, and by the time our project ended, we saw a notable increase in the number of students who were aware of and listening to the podcast.

Completing that project allowed me to not only learn about different methods that can be used to market for a non-profit—it also allowed me to put those methods into action and let me see the outcomes in real time. That experience will prove to be incredibly useful for this position if I am hired. I know that as a music minister, there is so much more involved in the role than just music. I'm sure a lot of tasks involving technology, whether it be operating audio/visual equipment or posting for social media, will end up being my responsibility. As far as the latter goes, it will be vital for me to be able to know what type of content to post and when to post it to get the optimal number of views. We want to be drawing people in locally and even from around the world so that if they're looking for a new church or just visiting, this will be the church they come to. We want people to know about all the events taking place here on a weekly basis. We want people to stay engaged with their faith and growing spiritually, whether they're in the church building or at home. And that's where all that I learned from that marketing project will come into play—reaching out to those people and making them realize that there is a community of faith here for them.

## **Question Two: An Intern Job Description**

### Marketing Intern – Saint Leo University Career Services

#### **About Us**

Career Services assists students and alumni with all phases of career development, from career guidance and job search training to resume advice, interview skills, and professional networking.

#### **Job Summary**

As a marketing intern, you will provide creative and technical services as it relates to marketing promotions on multiple platforms. Your contribution will allow us to reach more students so that they can be helped through our services. This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies.

#### **Responsibilities**

- Perform market analysis
- Build/design ads/graphics for print, online, and social media marketing campaigns
- Collect data from marketing campaigns
- Help organize marketing events

#### **Candidate Requirements**

- Strong writing and communication skills
- Keen awareness of web interface design and aesthetics
- Ability to generate, share, and follow through on creative ideas
- Ability to collaborate with others as well as work independently

#### **Contact Us to Apply**

Clark Futch | 352-588-8348 | [clark.futch@saintleo.edu](mailto:clark.futch@saintleo.edu)