MARKETING & SOCIAL MEDIA INTERN ASSIGNMENT

MINI MARKETING ASSIGNMENT

This does not need to be an extensive campaign; however I would like to measure your abilities in creating concepts for social media marketing, and your graphic design abilities. The Marketing and Social Media Intern will provide marketing and social media support to the Wyoming and Conservation Corps through implementing social media and marketing strategies, developing brand awareness, generating traffic on social media and website, and creating customer engagement. In addition, you will assist in the creation and maintenance of graphics for WCC printed material, website and social media platforms and this assignment will serve as a gauge for your experience.

Below you will find the details of a hypothetical event. Please provide a few examples of proposed social media posts on Facebook, Instagram, Twitter and how you would incorporate it into the website. These can range from informational posts, engaging videos, articles, concepts for giveaways, or whatever else you find appropriate to accompany your content. In addition, please create a 7” x 5” graphic (front and back) to accompany your posts. Include the following information in your graphic and use it to help you create your posts.

INCLUDE

EVENT: Wyoming Conservation Corps Recruitment (Now Hiring Wyoming Trail Crew)

POSITION DESCRIPTION: The Wyoming Trail Crew is a collaborative program focused on the design, creation, and maintenance of diverse trail systems on public lands of Wyoming. The WY Trail Crew will engage in employees in meaningful national service while providing job training, networking, and industry recognized certification for the “next step.”

REQUIREMENTS:

- Minimum age of 18 years
- Able to lift up to 50lbs
- Familiar with hand tools
- Ability to hike in rugged terrain carrying heavy backpacks and tools

**BENEFITS:**
- USFS chainsaw certification S-212
- Wilderness First Aid
- Living Stipend
- AmeriCorps Education Award
- University of Wyoming course upper-division credit
- Quality food and transportation provided on hitch

Learn more at wyoconservationcorps.org

For more information contact:
Wyoming Conservation Corps
Dept. 3394, 1000 E. University Ave.
Laramie, WY 82071-2000
(307) 766-3048 | wcc@uwyo.edu
Wyoconservationcorps.org

WCC Logo
AmeriCorps Wyoming Logo

**QUESTIONS?**

For your reference, more information on WCC can be found at: [http://www.uwyo.edu/reslife-dining/wcc/](http://www.uwyo.edu/reslife-dining/wcc/).

If you have questions about content or any of the above requests, please do not hesitate to email the Stephanie Lownds at slownds@uwyo.edu or call me at 307-766-5096 for clarification.