University of Vermont, Undergraduate Admissions Office

Supervisor: Ashley Gunn

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Practicum Supervisor Title: Assistant Director of Admissions/Social Media Coordinator

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The UVM Undergraduate Admissions office, housed within the Division of Enrollment Management, is responsible for recruiting, admitting and enrolling first year and transfer students. This practicum is an opportunity for a HESA student to learn about the role Admissions plays in supporting and sustaining the University mission and will specifically focus on social media initiatives within the Marketing and Communications unit in the office. The practicum student will work with the Assistant Director and student social media ambassadors to develop and implement social media campaigns that engage prospective and admitted students/families and encourage them to visit, apply to and enroll at UVM. The practicum student will work with the Assistant Director to develop projects that build on your existing skills as well as possibly support the following projects:

- Design and support social media campaigns/events during our Spring Admitted Student Visit Days
- Work with student members of the social media team to develop content for our social media platforms
- Researching successful social media campaigns from other schools and reporting insights that can be implemented in our office
- Support analysis and reporting of social media outcomes
- Develop and conduct trainings for admissions staff related to social media