



Campus Live TTU – Summer 2024 Internship Opportunities

About Campus Live TTU:

Campus Live TTU is a fun, multiplatform media company covering all things Texas Tech and Lubbock. The mission of the company is to inform and engage Red Raider Nation in the fun and exciting things happening at the school and within the community they love.

Campus Live TTU has several areas where you can intern and gain experience within the following platforms:

- **Campus Live TV:** A social media broadcast covering all things Texas Tech and Lubbock. This includes recording and video editing.
- **Creative:** Creating dynamic designs that are released on social media.
- **Journalism:** Coverage of all things Texas Tech as well as fun things that are happening in Lubbock.
- **Photography:** This could be on the sidelines of the stadium or professional photo shoots.
- **Public Relations:** A fun team with the goal of growing the Campus Live brand. This could include in the office or at live activations.
- **Finance:** Helping with financial books.
- **Sports:** Research and develop sports content for social media, sports shows, and activities.

WHAT WE ARE LOOKING FOR:

Students who are passionate about the media/communications/sports media industry. We are looking to hire students in creative, journalism, advertising, sports management, and on-camera personnel. Those whose focus is journalism, broadcast journalism, CMI, digital strategies, event work, or anything related to media, communications, sports, or marketing.

WHAT THIS INTERNSHIP PROVIDES:

- A safe space for you to learn and execute different media campaigns across all social media platforms.
- Our open workspace in the Texas Tech Innovation Hub inspires students looking to grow and gain experience in their field.
- The Campus Live Media network is continuously changing, evolving, and growing across the state.
- Rewarding opportunities with clients, staff, and more.
- Opportunities to make several different personal connections with different businesses.
- A chance to learn in a professional and **FUN** media environment.

JOB DUTIES:

- Learn and become proficient in internal software systems.
- Help create and grow social media presence/profiles.
- Maintain, post, and update social media profiles such as Twitter, Facebook, Instagram, LinkedIn, TikTok, and Snapchat with appropriate and appealing content.
- Assist in loading/producing stories/creating social media graphics.
- Help develop strategies for capturing target audience and current customer engagement.
- Scheduling content for multiple accounts.
- Create content using SEO.
- Grow and develop with live experience marketing and activation events in the Lubbock community.

ADDITIONAL INFORMATION:

- This is an unpaid internship.
- Potential student-paid spots are possible after your first internship semester with Campus Live.

If you are interested, please email your résumé and any questions that you may have to info@campuslivemedia.com