

Communication Station

===== SCHOOL OF MEDIA AND COMMUNICATION =====

HAPPY WEDNESDAY, GOLDEN EAGLES!

Welcome to Communication Station, the bi-weekly newsletter specifically made for all students in the School of Media and Communication. If you have anything that you would like posted in the next newsletter, please email Ashley Lankford (ashley.lankford@usm.edu) or Liz Goff (liz.goff@usm.edu).

HAPPY THANKSGIVING BREAK!

Happy Thanksgiving Break, Golden Eagles! There will be no class from today (Wednesday, Nov. 23) to Sunday (Nov. 27). Enjoy your break and get prepared for finals week!

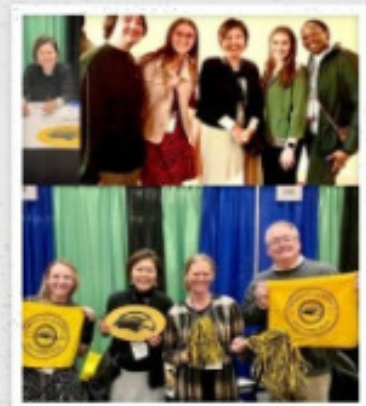
HUB CITY LOST MUSIC FESTIVAL - CAPSTONE PROJECT

Southern Miss students in the School of Media & Communication hosted the first ever Hub City Lost Music Festival in Town Square Park on November 19. Students were able to show off their incredible skills by planning, organizing, promoting, and executing this event. The music festival was a great success and we are proud of all the work these individuals put into making the event what it was!



NCA REVIEW

Congratulations to all of our students who presented at the National Communication Association Conference last weekend! We are so proud of you and the way you represented USM!



BRAND MANAGER JOB OPPORTUNITY

If you are interested in beginning your professional career as a Account/Brand Manager or Brand Strategist, see the job posting below. If you are interested in learning more regarding this position, contact Dr. Shin at jae-hwa.shin@usm.edu!

The Focus Group: Account/Brand Manager or Brand Strategist
(Title to correspond with experience level)

The Account/Brand Manager or Strategist position has a broad range of responsibilities, including account management, strategy, growth, public relations, content creation, social media and digital media management. The overriding goal at all times for clients will be to achieve maximum ROI (Return on Investment) for their marketing dollars. This position is responsible for the daily management of client accounts by maintaining a positive and dynamic relationship focused on current needs while offering ideas and solutions to help achieve the clients' goals. The Brand Manager also keeps clients informed of any new offerings and ideas that may added which could further their goals. They serve as a brand ambassador in communicating client needs and will collaborate with team members to develop strategic and creative marketing strategies and campaigns that meet or exceed the clients' business goals, brand image and values. As such, this position is responsible for adapting brand strategies for our clients' target markets and maintaining brand integrity across all marketing initiatives and communications.

The Account/Brand Manager or Strategist position is also a working manager role with annual billable goals and requires a hands-on approach with client accounts. This position is tasked with continuously monitoring marketing trends and keeping an eye on the competitive landscape for our clients. It is also responsible for overseeing and delegating tasks, as well as supervising workloads and budgets, approving all billing and monitoring quality and consistency in all deliverables.

Responsibilities include, but are not limited to the following:

- Provide optimum ROI for clients' marketing dollars.
- Accountable for growing client accounts year over year.
- Analyze client goals and creating branding and sales strategies to meet business and marketing objectives, as well as driving and executing strategically sound and creative tactics on behalf of clients.
- Develop and implementing external communication strategies to help improve client reputations and elevate brand visibility.
- Build and execute social and digital media strategy through research, benchmarking, messaging, and audience identification.
- Work with team to provide oversight of all content curation, creation/copywriting, editing and scheduling.
- Monitor SEO/SEM, website traffic, marketing and sales performance metrics to forecast trends for clients' services and products, as well as identify potential issues to be addressed.
- Analyze campaign performance and providing recommendations for improvements.
- Monitor and responding to user-generated content and messages, based on company and community policies, to help assist in customer service and brand/reputation management for all clients.
- Manage all client deliverables, timelines, and budgets and reporting analytics and analysis regularly to client.
- Meet productivity goals as set by management team.

Preferred Skills & Qualifications:

- Bachelor's Degree in marketing, advertising, public relations, communications, or related field.

PART-TIME COMMUNICATION ENGAGEMENT ASSISTANT

Hattiesburg Public School District is looking for a Part-Time Communication Engagement Assistant. The position begins in January! For more information, use this link:

<https://www.applitrack.com/hattiesburg/onlineapp/default.aspx?Category=Support+Staff>



FACULTY SPOTLIGHT

Dr. Ed Simpson comes to USM from Central Michigan University, where he earned tenure and promotion to associate professor. Prior to switching careers to higher education, he spent 18 years in the news business as wire service reporter and bureau chief, city editor and editor of newspapers. He was nominated for a Pulitzer Prize in 1996. He earned his master's and doctoral degrees from Ohio University, where he was named both master's and doctoral student of the year.

Dr. Simpson is currently serving as the Director of the School of Media and Communication!



WE ARE HIRING!

MARKETING AND COMMUNICATIONS INTERN

Want to build a career in marketing, social media, public relations, or advertising? Then we want to work with you! As the marketing and communications intern, you'll receive experience in corporate social media management, event planning, graphic design, digital marketing, and much more!

QUALIFICATIONS

- Familiarity with Canva and/or Adobe Creative Suite
- Experience with Social Media Platforms
- Self Motivated & A Team Player
- Excellent Verbal and Written Communication Skills
- High School Diploma

DUTIES/RESPONSIBILITIES

- Performing market analysis/research on the latest trends.
- Assisting with daily administrative duties.
- Designing/presenting new social media campaign ideas.
- Monitoring all social media platforms for trending news, ideas, and feedback.
- Assisting with planning and hosting of marketing events.
- Contributing to the creation of mock-ups, email campaigns, graphics, and social media content.

APPLY NOW! | [JONES.COM/CAREERS](https://www.jones.com/careers)

**CLICK HERE FOR THE JONES COMPANY
INTERNSHIP APPLICATION**

2023 MADE INTERNSHIP COMMON APP NOW OPEN!

Launched in 2018, the MADE (Marketing & Advertising Education) Internship Program has placed over 250 juniors and seniors in paid summer internships at top ad agencies, media companies and marketers such as Ogilvy, McCann, Mastercard, IBM, NBCUniversal, Sephora, Paramount, Bank of America, Deutsch NY, and DDB, among others.

MADE functions as the "Common App" for marketing and advertising internships, making it easy for students to navigate a complex industry. Once candidates are interviewed and named a Finalist, they are connected with potentially dozens of internship opportunities at our partner companies based on traits such as critical thinking, leadership potential and intellectual curiosity.

While the AEF will continue to offer most MADE internships over the Summer, select opportunities will be available in the Fall, Winter, and Spring. Completed applications are reviewed on a rolling basis. If students apply in September, they increase the likelihood of being reviewed by more partner companies.

To qualify for MADE, you must be an undergraduate Junior or Senior graduating between May 2023 and May 2024. All schools and majors welcome to apply.

[CLICK HERE FOR THE MADE INTERNSHIP APPLICATION!](#)



WASHINGTON CENTER INTERNSHIP

- The Washington Center is an academic **internship program** designed to assist in building skills, professional experience and the networks needed to launch a career. By providing leadership and professional development training, the Washington Center internships prepares to prepare students for a stronger entry to the workforce while also assisting in mentorships with other organizations. Through this internship, students can also **earn college credits towards their majors and internship credit** in Washington D.C. Students from **all majors** are eligible to apply for fall, spring, and summer internships. As an organization, the Washington Center desires to be a bridge between higher education and professional careers, and students from all majors are eligible to apply. **The semester itself has three components**
 1. Internship (starting this year, they are partnering predominately **with paid internships!**)
 2. Career-Readiness Program (job skills training)
 3. Academic Course (they have a wide variety, see the list [Academic Internship Program](#))



ABOUT US

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