

Office of Auxiliary Services

Marketing Intern

Job Description

Position reports to the Executive Director for the Office of Auxiliary Services which oversees St. John's University contract service areas as well as revenue generating contracts and relationships with outside vendors.

The Marketing Intern position will be responsible for the administration of a new customer satisfaction assessment, analysis and reporting component of this office. Primary role will be to oversee this process for dining and bookstore locations on St. John's three New York campuses. Intern will be encouraged to use creativity and effective marketing skills to secure survey target sample sizes and customer participation.

Key responsibilities include:

- Schedule and coordination of customer Experience Survey distribution & collection
 - Dining locations in Queens, Manhattan and Staten Island
 - Bookstore's in Queens and Staten Island
- Staffing for each survey assessment to ensure minimum target levels are achieved during scheduled meals or events
 - Position will work with Marketing Intern(s) representing St. John's Food Service partner (Sodexo) to coordinate staffing and survey accountability
 - Will require supervision and scheduling of student worker staff at and for these scheduled events
- Collect and compile completed survey results into a database spreadsheet
 - Establish protocol to ensure surveys are collected and accounted for
 - Produce monthly reports representing data and trends collected by unit
 - Produce concise communications to report results
- Analyze and report on data compiled to Executive Director of AS illustrating trends in satisfaction ratios for each facility and overall component (dining & bookstore)

Position requires:

- Day and evening hours to ensure effective staffing for various meal schedules.
- A self-starter who can work independently and with others in a team effort
- Strong communication skills
- Ability to meet deadlines and schedules
- Ability to direct and supervise student worker staff
- Proficiency of MS Excel, Word and PowerPoint is required
- Position available for the academic year