

XPD – Experience & Professional Development

Micro-Internships for Content Specialists

We've identified the most common responsibilities outlined in content specialist job descriptions:

- Conduct research to curate new and focused content
- Write and edit content for company blog, sales, marketing materials, company events
- Create content strategy and maintain editorial calendar
- Organizational skills, writing proficiency, design and layout skills
- Richly communicates: asks questions, probes, listens, responds



While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.

Skills listed below could be used as "qualifications" or requirements as you complete the [Micro-Internship Form](#).

DESCRIPTION	SKILLS	
Conduct research to curate new and focused content	Grit/Drive	Research
Write and edit content for company blog, sales, marketing materials, company events and other cross functional needs	Team player	Creativity
Create content strategy and maintain editorial calendar	Attention to detail	Analytical thinking
Organizational skills, writing proficiency, design and layout skills	Decision making	Problem solving
Richly communicates, asks questions, probes, listens and responds	Communication	Critical thinking

SAMPLE PROJECTS

Content Creation	We would like you to research and write a 500-750 word blog post on a topic that will be provided on the kickoff call. Additionally, design a marketing campaign to push out your newly written content. Be sure to provide rationale for the various marketing channels chosen and how you would measure the success of the campaign. Finally, briefly describe how you would adjust your marketing strategy to scale the campaign for a second iteration.
Content Curation	We would like you to curate 15-20 publications for content we can re-purpose. The topic will be provided on the kickoff call. You will then draft social posts with a corresponding social media calendar and reference the content you sourced. Be sure to provide rationale for your social media platform of choice.
Case Study Development	We would like you to develop a brief case study on a recent success we have had with a client that we can use for marketing purposes and partnership reference. We will provide information on the recent success, and would you to draft a one-pager that highlights the customer's problem, alternatives considered and why they chose to work with us and the positive impact of their decision.

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XPD- EXPERIENCE & PROFESSIONAL DEVELOPMENT
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 Open Monday - Friday, 8:30 a.m. - 4:30 p.m.

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