

Internship Details

College or University: Teachers College, Columbia University

Office: Student Affairs (Student Support and Advocacy & Graduate Student Life and Development)

Internship Position Title: Administrative Fellow - Digital Engagement & Student Support

Hours per Week: 15-20

Remuneration for Full Academic Year: \$11,520 + 3 tuition points per semester

Internship Start Date: 8/4/2025

Internship End Date: 5/8/2025, with pending renewal for next academic year

Can this internship be done remotely?: No

Depend on funding decisions that will be made later in the year: No

Supervisor Details

Supervisor Name/s: Lema Moliga, Denise Boneta

Supervisor Title: Director of Student Support & Advocacy; Senior Executive Director of Student Affairs

Supervisor Phone: 212-678-3619; 212-678-3774

Supervisor E-mail: sm4165@tc.columbia.edu; dmb2239@tc.columbia.edu

Supervisor Office Location: Rm. 166, 528 Building

Department Website: tc.edu/ssa ; tc.edu/gslld

Information for Individuals Students Should Send Application To

Name 1: Denise Boneta & Lema Moliga

E-mail 1: gslld@tc.columbia.edu

Job Description and Duties:**Posting Summary:**

The Office of Graduate Student Life & Development (GSLD) and the Office of Student Support & Advocacy (SSA) at Teachers College, Columbia University, are seeking an Administrative Fellow for Digital Engagement & Student Support. This position will report dually to the Senior Executive Director of Student Affairs and the Director of Student Support & Advocacy.

Job Summary:

The Fellow will be responsible for developing and implementing digital engagement and communication strategies by interpreting data from GSLD and SSA social media channels and MarketingCloud mailings. Through thoughtful content creation and outreach, the Fellow will plan, design, and promote digital initiatives across social media, newsletters, and email campaigns to enhance student engagement and community connection.

In addition to digital engagement, the Fellow will physically staff the Office of Student Support & Advocacy, serving as a knowledgeable resource for students seeking guidance. This aspect of the role includes providing in-person support, sharing information about

available services, and assisting students as they navigate personal and academic challenges.

By integrating both digital and in-person outreach, the Fellow will play a key role in strengthening awareness of programs, resources, and services offered by GSLD, SSA, and the Cowin Student Success Hub, ensuring students have access to a well-rounded support system throughout their academic journey.

This role is required to work in-person, for between 15-20 hrs/week, with no hybrid option. Staff are expected to work within a 9am-5pm schedule, with the possibility of evenings and weekends as needed.

Digital Engagement, Data Analytics & Communications Strategy (45%)

- Develop and implement digital engagement strategies for the Office of Graduate Student Life & Development (GSLD) and the Office of Student Support & Advocacy (SSA), ensuring alignment with their missions.
- Create, schedule, and manage content across social media platforms, including Instagram and Facebook, using Sprout Social.
- Draft and oversee weekly student newsletters, as well as one-off mailings, to share critical resources, support services, and upcoming events.
- Track and analyze engagement metrics from social media, email campaigns, and the Student Engagement Portal to assess effectiveness and recommend improvements.
- Identify engagement trends and benchmark best practices from other graduate institutions to refine outreach strategies.
- Maintain and enhance the GSLD and SSA brands by ensuring consistency in voice, tone, and aesthetic across digital platforms.
- Create and develop digital strategies, such as Instagram Reels, workshop recaps, and student success stories, to support student engagement.
- Update websites and TC Engage as needed to ensure digital information is accurate

Student Support and Advocacy Office Operations (45%)

- Serve as the first point of contact at the Office of Student Support & Advocacy, assisting students in-person and providing guidance on available resources at Teachers College, Columbia University, and the surrounding NYC area.
- Be knowledgeable about key student services, including academic support, mental health resources, financial assistance, and crisis response protocols.
- Support students in distress by connecting them to appropriate campus and community resources while demonstrating empathy and professionalism.
- Exercise sound judgment in crisis situations, escalating concerns to appropriate staff members when necessary.
- Provide a welcoming and supportive environment for students seeking assistance, ensuring a high level of service and responsiveness.
- Assist with SSA and College-wide initiatives, supporting the office's mission of student advocacy and success.

Administrative & Office Support (5%)

- Attend regular meetings with supervisors and participate in SSA and GSLD team meetings.

- Assist with office events, special projects, and other tasks as assigned by SSA and GSLD leadership.
- Serve on office or institutional committees as appointed.

Other duties as assigned (5%)

This job summary is not intended to be inclusive of all expectations for this position.

Minimum Qualifications:

- Must be a matriculated student in a TC degree-granting program.
- Must be able to abide by the TC Student Confidentiality Agreement, Student Privacy Requirement and Student Code of Conduct.
- Ability to work for the full academic year, beginning in early August through May, and available to work New Student Orientation each semester prior to the start of classes.
- Previous related experiences or skills (e.g. public speaking, event planning, leadership or involvement on campus) in a similar position and/or transferable skills
- Strong understanding of the social media space and main platforms (Facebook, Instagram, etc), including marketing best practices for each platform.
- Ability to effectively represent SSA and GSLD to stakeholders and campus departments.
- Commitment to improving the student experience
- Must possess strong interpersonal skills; ability to maintain clear lines of communication with TC web and development team (coordinated through GSLD), GSLD Professional Staff Members, and other student staff.
- Possess excellent organizational skills, creative, strong written and verbal communication skills, clear attention to detail
- Ability to take initiative, handle crisis calmly, and multitask effectively
- Ability to multitask; prioritize work with little supervision; remain organized and be able to effectively communicate their need for assistance or clarity.
- Ability to conceptualize department needs; generate creative and innovative materials; ability to work independently; fast learner with strong motivational capabilities.

Preferred Qualifications:

- Experience with web publishing using Terminal Four and Salesforce, along with familiarity in HTML, Active Server Pages (ASP)/source code, JavaScript, and Structured Query Language (SQL). Proficiency with Canva, Salesforce, Maxient, T4, Google Suite, and Sprout Social is a plus.
- 2 year-commitment preferred (anticipated graduation May 2027 or after)
- Interest in higher education administration, student affairs, or related areas
- Passionate about providing students with resources to help them succeed

Full-time TC employees are not eligible for this position.

What we offer

- \$18/hour, 15-20 hours a week
- 3 tuition points per semester, as long as the incumbent is enrolled in 6 points.
- Personal and professional skill development including, but not limited to, experiences with communication/outreach, public speaking, and community building
- Relationship building with fellow student leaders, student employees, and professional staff within the Division of Enrollment and Student Success

Additional Information:

Candidates should submit a resume, cover letter, and a digital portfolio through this [google form](#).

We will be interviewing for all Administrative Fellow positions within the offices of Graduate Student Life and Development and Student Support and Advocacy jointly.

We will reach out to schedule after reviewing applications on 3/21. Interviews will take place on 3/25 & 3/26. Those who advance will be asked to prepare something based on a prompt shared to demonstrate skill related to the positions of interest.

Questions? Email gsld@tc.columbia.edu.