Student Internship Program: Student Brand Ambassadors of the CCNY Online Bookstore

Akademos/TextbookX is CCNY's official online bookstore provider. Our goal is to provide every student with an unlimited assortment of low-cost textbooks. Additionally, we provide students with a personalized shopping experience, making the textbook ordering process quick and easy.

Position Summary:
Student Brand Ambassadors (SBAs) for the CCNY Online Bookstore raise awareness of the benefits of the online bookstore with the goal of increasing student utilization. In addition, SBAs will communicate with faculty and staff to support on-time course material adoptions.

Students earn $12/hour and must be available to work approximately 50 hours each semester. Akademos will provide training and access to marketing materials.

Responsibilities:
- **Raise awareness of the benefits of the online bookstore**
  - Present at campus events
  - Create events, activities, and opportunities that encourage students to order course materials
  - Identify student communication channels and post information about the bookstore
  - Collect feedback from students about the bookstore
  - Distribute information to faculty/staff about adoption timelines and bookstore benefits
  - Work with Akademos Marketing team to promote communication campaigns for students and faculty

Position Qualifications:
- Current student at CCNY
- Marketing/Communication majors preferred
- Must be able to work independently and during scheduled tabling hours
- Must submit weekly reports on activities and progress
- Must be reliable and efficient in returning phone calls and/or emails
- Must be outgoing and willing to interact with students, faculty, and staff

SBA Bonus Program:
Each School has a projected ordering goal. If the goal is met, each SBA will receive a bonus of $500.

To Apply: Please send your resume and a brief paragraph stating why you would be a good fit to Carolyn Arnold, Akademos Student Marketing Manager: carnold@akademos.com.