Spring internship VU Amsterdam Summer School

**Department:** International Office, Vrije Universiteit Amsterdam  
**Responsible to:** Eva Janssen, Programme Coordinator  
**Hours of work:** 5 days a week (office hours are flexible but on average Monday-Friday 09:00-17:00) with 14 days of leave.  
**Salary:** Unpaid, housing is being arranged and paid for, as well as a Dutch language course (not mandatory)  
**Dates:** 1 February to 12 August 2018

**Main purpose:**  
You will gain familiarity in a Dutch working environment in the International Office of an academic research university. The main purpose is to gain experience in working for the International Office’s Study Abroad team. During this time you will gain an overall knowledge of the responsibilities in the team as well as an in-depth knowledge of the VU Amsterdam Summer School and the Semester in Amsterdam study abroad programme, in particular their marketing strategy.

**Description:**  
The first VU Amsterdam Summer School took place in 2014 and was a success in terms of student and teacher satisfaction. The programme had a nice growth year to year and is aiming for 500 course enrollments for summer 2018. The Semester in Amsterdam programme welcomes students from all years of Bachelor’s and Master’s study. Students can spend either one semester or a full year abroad and are directly enrolled at VU Amsterdam. We warmly welcome individual applicants, or groups of students from partner institutions or via study abroad providers.

**Responsibilities**

**Phase 1 – February to April:**
- Get acquainted with VU Amsterdam, the International Office and the tasks of the Study Abroad team, in particular the VU Amsterdam Summer School.  
- Assist the summer school in the following activities: maintain social media (also paid campaign), promote partner discount + early bird discount + scholarships, contact management of incoming students, process and administer applications and payments.  
- Look for free publicity opportunities, for example by working together with Nuffic Neso offices worldwide.  
- Build on the current marketing plan to increase the attractiveness and number of students from the focal countries of the summer programme. A highly diverse student body is what we aim for.  
- Explore possibilities for future markets/partners for the summer school.  
- Assist the Semester in Amsterdam programme during busy peak times.

**Phase 2 – May, June:**
- Maintain, create and moderate Facebook group for summer 2018, process final applicants, production tasks like organizing the social programme activities and arrangements for the goodiebag.
Phase 3 – July, August:
- Production of the 2018 summer school, work during arrival days, opening events, social programme excursions, student competitions, support at the student desk, the evaluation and more.

In general during the entire period:
- Supporting the VU Amsterdam Summer School and Semester in Amsterdam team on various aspects of the administration of the programme, including promotion, record-keeping, monitoring and event organizing.
- Communication with students, using email, social media, Skype, phone and face to face.
- Undertaking other relevant duties as a part of the wider team in the International Office.
- Your own initiatives and ideas for improvement are warmly welcomed and highly appreciated! Always let us know what makes you tick, so we can create space for developing your own ideas (related to the Study Abroad activities).

Requirements:
- Good communication skills, both written and spoken, to various audiences (students, professors, partner universities and commercial agents).
- A strong service oriented, hands-on problem solving attitude.
- Knowledge of the study abroad field is a plus.
- Backgrounds in marketing, communication, regional economics, international economic development, online media and/or computer sciences are a plus.
- Work permit for the EU / EU nationality is required due to labour law restrictions.