

Opportunity Title: Marketing and Social Media Research Internship

Opportunity Reference Code: USAG-Italy-2024-0008

Organization U.S. Department of Defense (DOD)

Reference Code USAG-Italy-2024-0008

How to Apply Click on *Apply* at the bottom of the opportunity to start your application.

Description The U.S. Army Garrison-Italy is offering an internship in Marketing and Social Media Research for a current student or recent graduate.

What will I be doing?

As an ORISE participant, you will join a community of scientists and researchers in an effort to investigate marketing strategies through data analysis and evaluation.

Why should I apply?

Under the guidance of a mentor, you will engage in a variety of research activities, including:

- Gaining knowledge of social media platforms, analytics, and trends
- Understanding data assessment, evaluation and outcomes
- Researching consumer opinions and measuring consumer satisfaction
- Developing marketing strategies
- Preparing marketing proposals and presentations
- Monitoring the enterprises' social media platforms and adjusting to meet desired outcomes
- Learning about tools for data extraction and data interpretation

Where will I be located? Vicenza, Italy

What is the anticipated start date?

Exact start dates will be determined at the time of selection and in coordination with the selected candidate. Applications are reviewed on an ongoing basis and internships or fellowships will be filled as qualified candidates are identified by USAG-Italy staff.

What is the appointment length?

This appointment is a twelve-month research appointment, with the possibility to be renewed for additional research periods. Appointments may be extended depending on funding availability, project assignment, program rules, and availability of the participant.

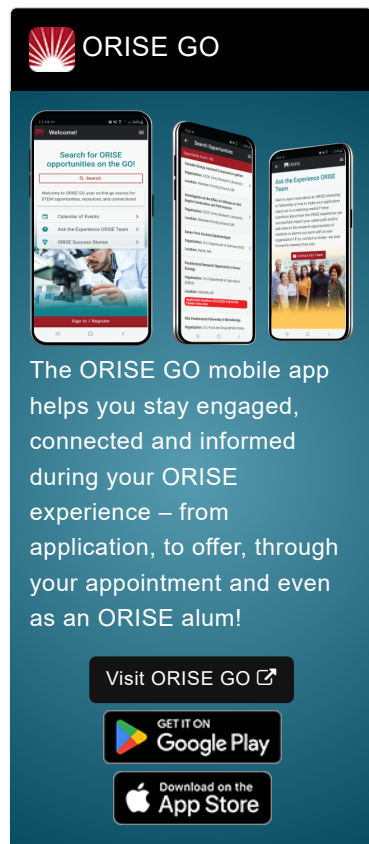
What are the appointment provisions?

You will receive a stipend to be determined by USAG-Italy. Stipends are typically based on a participant's academic standing, discipline, experience, and research facility location. Other provisions may include the following:

- Health insurance allowance
- Training and travel allowance

About USAG-Italy

The US Army Garrison Italy headquarters is located on Caserma Carlo Ederle, an Italian Army base in Vicenza, Italy. The garrison manages the day-to-day operations for the installations in the Vicenza, and Camp Darby military communities in coordination with our Italian partners, supporting the service members, family members and American and Italian civilian employees who live and work here. USAG Italy supports several units, including the U.S. Army Southern European Task



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Force, Africa (SETAF-AF), elements of the 173rd Infantry Brigade Combat Team (Airborne), the 207th Military Intelligence Brigade (MIB) Theater (T), the 21st Theater Sustainment Command-Italy, the 509th Signal Battalion, the U.S. Army Health Clinic Vicenza, the Vicenza Dental Clinic, AFN Radio and Television and other units and organizations. USAG Italy also supports U.S. military units located in Livorno, Italy as part of the Darby Military Community.

About ORISE

This program, administered by Oak Ridge Associated Universities (ORAU) through its contract with the U.S. Department of Energy (DOE) to manage the Oak Ridge Institute for Science and Education (ORISE), was established through an interagency agreement between DOE and DoD. Participants do not enter into an employee/employer relationship with ORISE, ORAU, DoD or any other office or agency. Instead, you will be affiliated with ORISE for the administration of the appointment through the ORISE appointment letter and Terms of Appointment. Proof of health insurance is required for participation in this program. Health insurance can be obtained through ORISE. For more information, visit the [ORISE Research Participation Program at the U.S. Department of Defense](#).

Qualifications The qualified candidate will be currently pursuing an associate or bachelor's degree or have received their degree within five years of the appointment start date. Applicants for this opportunity should already have an ID card to access the installation and be covered under the Italian SOFA status.

Highly competitive applicants will have education and/or experience in one or more of the following:

- Social media platforms, analytics, and trends
- Graphic design and video editing
- Creative thinking and problem-solving skills to identify innovative social media strategies

Application Requirements

A complete application consists of:

- Zintellect Profile
- Educational and Employment History
- Essay Questions (goals, experiences, and skills relevant to the opportunity)
- Resume (PDF)
- Transcripts/Academic Records - Please upload a copy of a transcript for your current or most recent degree program that meets the disciplinary qualifications of the opportunity. [Click here for detailed information about acceptable transcripts](#).
- 1 Recommendation: We encourage you to contact your recommender(s) as soon as you start your application to ensure they are able to complete the recommendation form and to let them know to expect a message from Zintellect. Recommenders will be asked to rate your scientific capabilities, personal characteristics, and describe how they know you. You can always log back in to your Zintellect account and check the status of your application.



If you have questions, send an email to ARMY@orise.orau.gov. Please list the reference code of this opportunity USAG-Italy-2024-0008 in the subject line of the email. Please understand that ORISE does not review applications or select applicants; selections are made by the sponsoring agency identified on this opportunity. All application materials should be submitted via the "Apply" button at the bottom of this opportunity listing. Please do not send application materials to the

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email address above.

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- Eligibility Requirements**
- **Citizenship:** LPR or U.S. Citizen
 - **Degree:** Associate's Degree or Bachelor's Degree received within the last 60 months or currently pursuing.
 - **Discipline(s):**
 - **Communications and Graphics Design** ([4](#) )
 - **Computer, Information, and Data Sciences** ([4](#) )