

INDIANA STATE POLICE  
CONTENT SPECIALIST/DIGITAL MARKETING INTERNSHIP  
Information Packet



Created and coordinated by the Recruiting Section  
(Human Resources Division)

The Indiana State Police (ISP) Content Specialist/Digital Marketing Internship Program is designed for college students pursuing a career in digital marketing, brand management, and/or social media marketing. Ideal candidates should have experience using social media platforms in creative ways that assure the respect of the public.

## **DUTIES & RESPONSIBILITIES**

- Content creation on all the Indiana State Police social media platforms. Knowledge of YouTube, Instagram, Facebook, Twitter, and other emerging platforms.
- Creation of a centralized ISP digital brand for distribution on social media platforms.
- Expand content creation on existing social media recruiting campaigns “One Badge, Endless Opportunities”.
- Collaborate with Human Resources Division and specifically the recruiting team to create content that aligns with ISP’s brand and historical tradition of Integrity, Loyalty, and Community to the citizens of Indiana.
- Develop strategies to respond to social media conversations and questions regarding ISP sworn and professional staff employment opportunities and other newsworthy events.
- Analyze metrics on social media platforms that offer story engagement.
- Understanding current social media trends and aligning ISP content creation with those trends.
- Assist the 14 District PIOs with content creation and distribution on social media platforms consistent with the ISP brand.

This internship provides candidates with the opportunity to gain real world experience working with the largest law enforcement agency in Indiana. Candidates will work with sworn and professional staff on various high-profile projects.

## **REQUIRED QUALIFICATIONS**

The Indiana State Police sets very high standards for its employees, which is expected of Interns as well. Minimum standards will be reviewed, including but not limited to the following criteria for internship consideration:

- US citizen
- Minimum 18 years of age
- No juvenile or adult criminal arrests or convictions
- Minimum one year of college completed
- Minimum 2.5 GPA on a 4.0 scale at an accredited college or university
- Valid driver’s license
- Have operating telephone service (either residential or cellular)
- Current e-mail account for electronic correspondence
- Strong written and verbal communication skills.

- Interest in connecting to the State of Indiana through relevant and engaging social media content.
- Sound judgement, strong organization skills, and attention to detail.
- Willing to work on deadlines with some projects requiring same day deadlines.
- Willingness to manage multiple projects and collaborate with ISP Recruiters and PIOs over the entire State of Indiana.
- Able to work both independently with little oversight as well as in a team setting.
- A great attitude and a teamwork focused approach.

In addition to these minimum standards, each student must submit to driver's license, criminal history, sex offender registry, and warrants check.

The Intern will be responsible for transportation to and from designated meeting areas although some travel may be with an ISP employee in his/her vehicle. The Intern must provide a telephone number for notification of any updates as needed.

You are encouraged to review these minimum standards and requirements thoroughly. If you do not meet the standards or requirements, are not willing to provide supporting documentation, or are not willing to allow the research of the records stipulated, your consideration as an Intern with the Indiana State Police will cease.

### **RECOMMENDED QUALIFICATIONS**

- HubSpot Certification (Content Marketing, Social Media Marketing, Digital Marketing).
- Understanding of graphic design concepts (experience in Canva (Pro), Fotor, Adobe, and/or Photoshop).
- Proficient skills in digital artwork and videography.

### **SCHEDULING & COMPENSATION**

The Content Specialist/Digital Marketing Interns Position is a paid position. Interns will be paid \$10-\$15 per hour dependent on experience and current degree level. No additional benefits will be offered.

Interns will be required to work 20 hours per week throughout the duration of the semester with flexibility to the intern's schedule as needed.

### **EXPECTATIONS**

As an Intern with the Indiana State Police, Interns will represent the ISP and are expected to behave as a model citizen. Any activities that the Intern participates in that may reflect unfavorably on the Department may be grounds for termination from the internship. These activities include but are not limited to any arrests during the internship, a substantial drop in

GPA/grades, excessive consumption of alcohol, association with any antigovernment movement or illegal gang, and/or inappropriate commentary on social media sites. Interns shall not reference the Indiana State Police in any way on any of their personal social media pages. Interns are required to disclose any interaction they have with law enforcement outside of the internship; failure to disclose this information may be grounds for termination from the internship program. Interns must not be involved with any internships or ride-along program during their internship with ISP.

Interns must also sign a Non-Disclosure Form from the Indiana State Police. Interns may be exposed to confidential information and must not distribute said information. Interns may be deposed for testimony in court reference events that were witnessed.

Interns are expected to be neatly groomed and dressed in a professional manner. Interns will be required to keep an attendance sheet and complete other assignments or projects as assigned.

## **EVALUATION**

Interns will be evaluated daily. The Indiana State Police may terminate the internship at any time at their discretion for violations of rules, poor performance, valid complaints, or other mitigating circumstances. After completing the internship, the Intern will complete a post-internship meeting with the Internship Coordinator.

## **HOW TO APPLY**

Interested students should visit the Indiana State Police website at [www.indianatrooper.com](http://www.indianatrooper.com) to learn more about the department and apply for the Content Specialist/Digital Marketing Internship Position. The application can be found directly at the following link:  
<https://www.governmentjobs.com/careers/indianasp/>

The application will require additional supporting documentation (see below).

- Copy of Driver's License
- 500 Word Essay – "Why would you like to intern with the Indiana State Police, and what do you hope to contribute to our digital marketing space?"
- An example of a recent digital marketing project you completed.

Applicants should complete the entire application and follow the directions carefully regarding submitting the application and other requested documents.