Division of Diversity and Inclusion
Student Internship

JOB DETAILS:

The Division of Diversity and Inclusion PR Committee is seeking a student assistant. The Division of Diversity and Inclusion Intern will assist the PR Committee with public relations, marketing, and social media helping to increase the visibility and value of the Division to the UW-Platteville Campus and Community. The public relations/marketing intern will work directly with The Division of Diversity and Inclusion PR Committee.

QUALIFICATIONS:

1. Relevant major or experience
2. Proficiency with Microsoft Office Suite and AP Style
3. Knowledge of InDesign and Photoshop preferred
4. Exceptional written communication skills
5. Exceptional internet research skills to investigate claims on social media

KNOWLEDGE, SKILLS and ABILITIES:

1. Possess journalistic curiosity and energy about diverse cultures and communities.
2. Ability to manage numerous projects simultaneously
3. Ability to assist clients from concept to production
4. Adherence to deadlines and budget
5. A willingness to contribute to the overall operation of the PR Committee
6. Ability collaborate and to generate, share, and follow through on creative ideas

RESPONSIBILITIES:

Public Relations Responsibilities:

1. Assist with developing, writing and distributing approved press releases
2. Assist with media relations, including pitching, researching and scheduling interviews if needed
3. Assist with organization of photo opportunities and events
4. Assist with building and maintaining relationships with both on campus and local media
5. Assist with building and maintaining press kits
6. Assist with posting logos and organizational summaries to industry services related web sites and publications
7. Assist with proofing written materials for style, grammar, etc.
8. Assist with following-up with members of the media to track and ensure department placement

Marketing Responsibilities:

1. Assist with monitoring the impact of marketing plans and making adjustments accordingly
2. Assist with writing promotion copy
3. Assist with developing, maintaining and using marketing database, which includes client and prospect information, mailing lists, access to client publications, etc.
4. Assist with electronic and social media marketing efforts for The Division of Diversity and Inclusion PR Committee and its departments
5. Assist with direct mail and marketing efforts for The Division of Diversity and Inclusion PR

Social Media Responsibilities:

1. Create new profiles, pages, post and monitor social media outlets
2. Write and post blog posts/tweets/updates, etc
3. Work to find/expand users to follow/friend/like/retweet/
4. Track the growth and document impact of social media on overall marketing efforts
5. Reply to comments, messages, etc.
6. As necessary, contribute to web content development and expansion in various ways

DEPARTMENT INFORMATION:

Our mission is to foster a diverse environment that contributes to an inclusive culture and climate by promoting critical discourse and meaningful interactions between all members of our campus community.

TO ENSURE CONSIDERATION:

To ensure full consideration, applications must be submitted by Sept 4th, 2015; however, applications will be accepted until the position has been filled. Only complete applications submitted via the online application system will receive full consideration.
DETAILS:

Pay: Internship
Hours Per Week: 5-10 per week
Starting Date: 9/14/15
Employment Term: year round
Number of Positions: 3
Location: On campus, in Platteville
Federal Work Study: No
Category: Office/Clerical
University Department: Division of Diversity and Inclusion

Contact Name: Daniel Libby

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