CfLI Marketing Intern - Position Description

The Center for Leadership & Involvement (CfLI) promotes student involvement, out-of-class learning experiences and leadership skill development as an integral part of a university education. Additionally, CfLI registers a diverse array of student organizations, and provides services, information, education, support, advising, and interpretation of university policies and procedures to assist with the development and strengthening of students and student groups. The center also sponsors the following student organizations: Student Leadership Program (SLP), Adventure Learning Programs (ALPS), Greek Life (fraternities and sororities) and the Wisconsin Singers. CfLI, as a department of the Division of Student Life, strives to provide an environment that promotes personal and professional development as part of the student employment experience.

The CfLI Marketing Team consists of 5-6 student interns (unpaid) advancing strategic advertising and outreach efforts of the office. Interns engage in short and long-term projects and represent the office at highly visible campus events, while developing and refining new marketing skills. Students are provided a professional opportunity to gain marketing, public relations, and communications experience in areas such as print, web and social media.

The Center for Leadership & Involvement is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified individuals to apply.

Responsibilities:
• Develop promotional materials and support advertising of CfLI and the office’s departmentally sponsored organization’s events.
• Provide strategic oversight to a specific on-going marketing role that simulates real-world marketing agencies - examples include Account Strategist, Creative Intern, Copywriter, Digital Marketing Intern, and Social Media Marketing Intern.
• Participate as an ambassador of CfLI at outreach events, including campus resource fairs, student organization fairs, workshops and student panels.
• Complete CfLI assigned short term projects that could include developing logos, creating marketing materials (videos, brochures, posters, etc.) or capturing visual artifacts for office marketing efforts.
• Identify and participate in opportunities for further professional development related to marketing skills.
• Attend weekly meetings with the Marketing Team that occasionally include expert guests in the field of Marketing.
• Assist CfLI permanent staff as requested.

Requirements:
• Must be a current student with knowledge, skills and commitment to:
  • Creating an inclusive, welcoming and supportive working environment.
  • Providing friendly and responsive service to CfLI customers, students and professional staff members.
  • Determining priorities, paying attention to detail, and working autonomously and as a member of a team.
• Previous marketing experience, either in academic or professional settings.
• Passion for marketing, advertising, strategy and design.
• Must demonstrate strong oral and written communication skills, and have strong organizational skills.
• Experience with learning and using various types of software preferred, including Adobe Suite (InDesign, Photoshop, etc.) products.

Hours and Application Process:
Intern position (unpaid) will be 8-10 hours a week during the academic year; exact hours to be determined. Academic credit may be obtained through a faculty sponsor and must be coordinated by the student intern. This appointment is effective from August 2017 through May 2018. Attendance required for CfLI Orientation Day and Training, August 25th and August 30th – 31st, 2017. Please submit a resume and cover letter that outlines your qualifications for this position to mark.kueppers@wisc.edu. Rolling application process with final deadline of Friday, July 30th at 11:59 pm.