



## 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 several student organizations, including Student Leadership Program (SLP), Adventure Learning Programs (ALPs), Fraternity & Sorority Life, and the Wisconsin Singers. CfLI, 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. The Marketing Team replicates an agency that includes roles focused on design, copy writing, social media, digital marketing and strategy.

**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, programs, and services.
- Provide strategic oversight to a specific on-going marketing role that simulates real-world marketing agencies - examples include Strategist, Creative Design, Copywriter, Digital Marketing, and Social Media Marketing.
- 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.
- Present CfLI marketing project portfolio and skills gained throughout internship at end of semester team gatherings.
- Assist CfLI permanent staff as requested.

### Requirements:

- Must be a current student with knowledge, skills, and commitment to:
  - Working independently as well as collaboratively in a team setting.
  - Providing friendly, responsive service to our customers and other office staff.
  - Determining priorities, paying attention to detail, and taking initiative.
- 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.
- A willingness to create an inclusive, welcoming and open working environment.
- Engage in diverse learning opportunities that spark exploration & develop socio-cultural awareness.
- Experience using various types of software, including Adobe Suite products (InDesign, Photoshop, etc.)
- Maintain a minimum cumulative GPA of 2.0 – should GPA fall below 2.0, a meeting with the staff supervisor would be required.

### 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 2018 through May 2019. **Attendance required for CfLI Orientation Day and Training, August 23rd and August 28<sup>th</sup> - 29<sup>th</sup>, 2019.** Please submit a resume that outlines your qualifications for this position to [barb.kautz@wisc.edu](mailto:barb.kautz@wisc.edu). Final deadline of Monday, April 8<sup>th</sup> at 11:59 pm.