



Title: Communications Intern

Appointment: Fall 2018; hourly, avg 12 hours/week, flexible within M-F 9-5p

Overall purpose of the position:

This position is responsible for assisting the Communications Coordinator with public relations and content management. This includes collecting press related needs, strategizing and scheduling social media, website/technical support and promoting ongoing events.

Key Responsibilities:

General Public Relations and Marketing:

- Post Landmarks' events on university and local event calendars
- As requested, accompany Communications Coordinator to represent Landmarks in university-wide communications meetings as well as peer group meetings on and off campus

Media Relations:

- Social Media
 - Gather content and prepare posts
 - Develop strategies to increase social media engagement
 - Regularly track and report metrics for technological platform performance
- Work with administrative assistant to maintain press book and clipping archive
- Filter specific press inquiries including images, captions, quotes, etc.

Design:

- Maintain Landmarks' brand and style guidelines throughout all materials
- Maps
 - Track printed map and brochure inventory and oversee distribution to campus and community partners

Photography and Video:

- Provide photography and video with captions to media outlets and stakeholders
- Photo & Video Archive
 - Maintain Smugmug archive for all Landmarks image content
 - Title files in accordance with Landmarks standards and tag

Technology Platforms:

- Support technology for event registrations and visitor check-ins

Administration and Assessment:

- Contribute to dashboard tracking to include press, website interaction, and social media reach
- Additional duties upon request

Qualifications:

- Be an undergraduate or graduate student with a major in COFA
- Demonstrate financial need
- Strong writing and verbal communication skills and experience crafting messages to engage an audience

- Adept in social media (Facebook, Instagram, Twitter, etc)
- Ability to multi-task and manage deadlines
- Enthusiasm to learn new things

To apply:

- Complete online application:
- As part of the application you will be asked to:
 - Upload an updated resume
 - Upload the completed budget form, which can be downloaded at <https://finearts.utexas.edu/sites/files/cofa/budgetworksheet.pdf>
 - Write a 250-300 word statement demonstrating the opportunity's professional significance
 - Write a 250-300 word statement demonstrating the student's financial need
 - Statements that are under or over the word count will be disqualified

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