

Counseling Center Marketing Specialist Internship

The **Counseling Center Safe Campus Marketing Specialist Intern** will coordinate, manage, research and produce marketing materials for the UW Oshkosh Safe Campus Committee for print and electronic media, including marketing and public relations materials. Projects will include brochures, posters, campaigns, news releases and social media efforts to promote a safer campus. The goal of the campaign is to motivate bystanders to become active in ways that enhance the safety of their friends and the campus.

Skills learned:

- Project management
- Copywriting, editing
- Collaborating with a creative team
- Brainstorming creative concepts
- Script writing, media relations
- Social media, health promotion, social norming, bystander intervention
- Graphic design

Job Duties Include:

- Write and create Safe Campus marketing materials, including projects focused on campus safety.
 - Work closely with the Counseling Center's Director to develop strategies for communicating messages about campus safety.
 - Write copy and design materials, including posters, brochures and post cards.
 - Attend brainstorming sessions and contribute thoughtful, strategic ideas.
- Work with videographer(s) to write scripts for videos highlighting campus safety.
- Utilize social media, such as Twitter, Facebook and YouTube, to engage campus community in safety messages.
 - Research best practices in social media usage.
 - Develop strategies for using tools to communicate with students.

Benefits to Integrated Marketing and Communications/University of Wisconsin Oshkosh

- Improved internal messaging regarding campus safety and the services offered through the Counseling Center.
- Student perspective on marketing and communications materials, increasing effectiveness.

Projected cost:

This intern would need to have significant experience and some advanced skills. The projects would require 10 hours/week for the remaining 30 weeks of the academic year.

300 hours x \$10/hour = \$3000

To Apply:

Send a resume and a letter of interest to Bette Craanen, at craanenb@uwosh.edu