

## **Counseling Center Media Marketing Specialist Internship**

The **Counseling Center Marketing Specialist Intern** will coordinate, manage, research and produce retention and mental health promotion materials for the UW Oshkosh Counseling Center for print and electronic media, including marketing and public relations materials. Projects will include podcasts brochures, posters, campaigns, news releases and social media efforts.

### **Skills learned:**

- Project management
- Script writing, videographer, web skills
- Media relations, Social media
- Collaborating with a creative team
- Brainstorming creative concepts
- Copywriting, Editing
- Graphic design

### **Job Duties Include:**

- Design and produce podcasts to address issues commonly faced by at risk (retention and mental health) students at UW Oshkosh.
  - Work closely with Counseling Center staff to develop questions and format for podcasts on homesickness, relationship issues, time management, assertiveness, relationship skills, alcohol use and academic engagement.
  - Shoot interviews with students and staff addressing each topic.
  - Edit and post podcasts on website, ensuring that supporting self help materials are also present on the website.
  - Attend brainstorming sessions and contribute thoughtful, strategic ideas.
- Work with videographer(s) to write scripts for videos highlighting student success topics.
- Utilize social media, such as Twitter, Facebook and YouTube, to engage campus community in consuming these resources.
  - 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 student success and retention.
- Student perspective on 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 letter of interest to Bette Craanen at [craanenb@uwosh.edu](mailto:craanenb@uwosh.edu)