Marketing Interns

Department Description:

The Office of Multicultural Student Affairs creates intentionally diverse and inclusive communities, serving as a bridge builder by engaging students and members of the University community of all backgrounds to ensure personal, academic and professional growth and success. We strive to:

- Foster a campus environment that supports the exploration of varied identities and their intersections
- Increase knowledge and awareness of different worldviews to strengthen cultural competencies and their application in a variety of contexts
- Create opportunities to engage in challenging conversations to advance a more equitable society
- Amplify voices and advocate for and with students from marginalized identity groups, including racial and ethnic communities, to enhance the student experience

Position Descriptions:

In support of this vision, we are expanding our Marketing Team to include four distinct Marketing Intern positions: (1) Designer, (2) Writer, (3) Photo/Video, and (4) Web/Social Media. These positions will work with full-time staff to implement a comprehensive marketing plan for all OMSA programs and resources.

Sample responsibilities for each position appear below. However, we will consider each person’s interests and areas of expertise in determining specific responsibilities.

Designer (10-12 hours/week)

This position requires a high level of proficiency with graphic design and Adobe Creative Suite, including InDesign, Photoshop, and/or Illustrator.

- Take the lead on graphic design for OMSA and 5710 programs. Meet with full-time staff and the Programming Team to brainstorm concepts. Design flyers for individual programs. Develop and distribute a quarterly brochure to highlight upcoming programs and resources.
- Explore opportunities to raise the visibility of our office and promote engagement. Research and design promotional items (i.e. giveaways for Orientation and Graduation).

Writer (10 hours/week)

This position requires demonstrated experience with writing about issues related to diversity, identity, and social justice.

- Write stories and profiles for our website and newsletters. Interview speakers, student leaders, and event organizers. Research current events as they impact multicultural communities. Identify opportunities for collaboration with student writers in other areas.
- Draft and compile event descriptions for campus-wide calendars and posters.
- Request updated print materials from campus partners to distribute at 5710.

Photo/Video (30 hours/month)

This position requires experience with photography, video recording and editing, and/or digital asset Management.
• Take high-quality photos at OMSA events and student organization events to post on our website/social media and for future marketing purposes. Request permission from people who appear in photos.
• Film and edit brief promo videos to drum up excitement for OMSA programs.
• Organize and manage digital assets. Share photos and videos with campus partners.

Web/Social Media (10-12 hours/week)

This position requires proficiency with website management, social media platforms, and/or email marketing systems.

• Update OMSA and 5710 websites using a user-friendly Drupal Content Management System (CMS). Post information about programs, resources, opportunities, and staff/student profiles. Create web forms for applications and RSVPs.
• Manage departmental Facebook and Twitter accounts. Create engaging content primarily for student audiences. Explore potential platforms such as Instagram.
• Use email marketing systems to advertise programs and distribute newsletters. Maintain contact lists. Collect announcements from OMSA staff, campus/community partners, and student organizations. Review analytics to determine effectiveness.

Qualifications:

• Applicants must be current Undergraduate or Graduate/Professional Students at the University of Chicago in good academic standing at time of application.
• Commitment to diversity and social justice. Interest in utilizing marketing and communication skills to advance the goals outlined in the OMSA Vision Statement.
• General knowledge of campus programs and resources.
• Attention to detail and ability to follow a range of editorial and visual identity guidelines.
• A high level of initiative.

Position Requirements:

Marketing Interns will begin in mid-September 2015 and work with us throughout Fall, Winter, and Spring Quarters. The Photo/Video and Writer positions may require attendance at evening/weekend events. All student staff members are expected to attend trainings and team meetings.

Compensation: $12.00 per hour

Application Instructions:
Please visit https://omsa.uchicago.edu/marketing-team-application to submit a cover letter, resume/CV, and an example of your work (i.e. a design portfolio or flyer you made using an Adobe Creative Suite program, a news story you wrote, a series of photos you took at an event, or a website or social media page you built or updated).

Questions? Contact Ravi Randhava at rrandhava@uchicago.edu. Applications are due by Friday, May 29 at 5:00pm.