Job Title: Marketing Internship

Organization: Honors College

Location: Laramie, WY

Position Overview: To assist the Honors College with marketing campaign planning and execution.

Duties:
- Assist in website design and management of CMS system.
- Assist in the creation of written, video, and image content for marketing channels.
- Participate in marketing brainstorming sessions.
- Assist in the management of website SEO.
- Regularly post website content, including images, copy, and video.
- Take part in formal and informal training opportunities.
- Measure and report the results of marketing initiatives.
- Provide assistance with graphic design.
- Design and/or provide support on marketing printed materials.
- Write copy for social media posts, promotional emails, and other marketing collateral.

Minimum Qualifications:
- Education: Currently pursuing an Honors Minor
- Successful completion of CMS training in the first week of employment
- Proficient with the use of Microsoft Office (Excel, Outlook)
- Excellent written and verbal communication skills
- Creative problem-solving skills

Desired Qualifications:
- Experience with the use of Adobe Creative Cloud (Photoshop, Illustrator, InDesign) and content management tools (Canva, MailChimp, Creator Space)
- Applied understanding of basic marketing principles
- Familiarity with major social media platforms (Facebook, Instagram, TikTok, etc.)
- Self-starter with the ability to work independently
- Comfortable with multitasking in a deadline-driven environment
- Understanding of SEO techniques and best practices
- Basic photography, image, and video editing, and graphic design skills

Application:

To apply, please complete the [online application](#) by September 12, 2022. Please note that you will need to login using your UW credentials.