

LEAP Marketing Communications Intern & Team Member – May 2014 to May 2015

Department: James R. Connor University Center

Reports To: University Center Assistant Director

Hours per week: Approximately 10-17 – M-F

High Impact Practice – By incorporating classroom learning into hands-on work experiences as well as providing supervision and coaching, students gain the necessary tools to grow and contribute as professionals. This engagement leads to increased rates of retention, graduation, and job placement.

Position Summary

This position will be in support of your liberal education and will be for the duration of the academic year, plus summer.

The LEAP Intern is responsible for promoting the LEAP initiative within the James R. Connor University Center and to the entire University of Wisconsin-Whitewater campus by working with various departments. In addition, this position will assist in planning LEAP events for the University Center, the Provost Office, and in collaboration with the entire campus. The UC, in conjunction with the campus, strives to help students and staff better understand LEAP concepts through promotion and education.

The individual in this position must have a general understanding of social media and marketing concepts and tactics. This position requires a self-driven individual who is dedicated, professional, and has a positive attitude. The ability to work with a team and use critical thinking and analytical skills as well as being able to creatively solve problems is crucial.

Tasks (and Corresponding LEAP Essential Learning Outcomes)

The University Center and LEAP Facilitators strive to help students develop the following Essential Learning Outcomes, defined by AAC&U, through High Impact Practices including Internships, and Collaborative Assignments and Projects.

Intellectual and Practical Skills

- Develops social media content for LEAP events and distributes to campus departments
- Manages and maintains social media and web-based content (i.e. Facebook, Web Pages, LEAP Email)
- Submits LEAP focused articles to various professional journals and other publications
- Submits a monthly “LEAP Spotlight” to “This Week in Whitewater”
- Assists with documenting and organizing items for LEAP exhibit in Roberta’s Art Gallery and for January and May workshops
- Attends and assists in facilitating winter and spring LEAP workshops offered by the Provost’s Office
- Maintains inventory and budget for orders and marketing products
- Plans and facilitates a student LEAP workshop
- Maintains records of LEAP team projects and campus wide LEAP events

Personal and Social Responsibility

- Highlights an equitable representation of various campus departments' LEAP initiatives through social media content and through personable interactions with all individuals on campus
- Maintains longevity of LEAP initiative at UW-Whitewater by brainstorming and planning new methods of promoting awareness

Integrative & Applied Learning

- Helps to design, implement, and promote LEAP through social media and marketing tactics for faculty, staff, and students
- Generates new promotional ideas and materials in order to better market LEAP to the UC and UW-Whitewater campus
- Manage LEAP Web Pages

Knowledge of Human Cultures and the Physical and Natural World

- Works closely with Associate Vice Chancellor, LEAP facilitators, and various campus departments to promote awareness for LEAP initiatives and provide necessary assistance
- Attends and documents LEAP events in the UC and on campus (ex. Make a Difference Day)
- Participate in the UW-Whitewater's Organization, Faculty and Staff, and Wellness Fairs
- Conducts New Student Seminar presentations

***Other duties as assigned**

This position will include other responsibilities as determined throughout the term of employment, with direction from the LEAP direct supervisors.

Minimum Qualifications

- Must be a registered UW-Whitewater student enrolled at least half time
- 3.0 or higher GPA
- Experience in production and managing social media content
- Knowledge of integrated marketing communications
- Public speaking skills
- Event planning experience
- Advanced written and oral communication skills
- Ability to work in a team environment
- Manage time wisely
- Work autonomously
- Organizational skills
- Experience in an student organization (or equivalent)

UW-Whitewater is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified UW-Whitewater students to apply.

Contact Information

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