



## **Web Design Internship Description**

Valparaiso University's Integrated Marketing and Communication (IMC) seeks an intern who is interested in learning all aspects of the web design field. Interns will assist IMC with building and finishing redesigned websites for various undergraduate colleges and key University partners. It's essential that applicants have excellent communication skills, demonstrate creativity, and understand the importance of professionalism and attending to even the smallest details.

### *Responsibilities*

Intern responsibilities may include any of the following, as well as additional unlisted functions:

- Implement copy edits and revisions to University websites as part of our quality control process
- Format, upload, and add photography to University websites
- Build page layouts and contact forms for University websites
- Grant faculty/staff access and permissions to WordPress
- Provide WordPress training and documentation to faculty/staff
- Monitor and provide Analytics reports for University web properties
- Cultivate research on web design trends, technologies and strategies
- Other duties as assigned

### *Requirements*

Applicants should be majoring in digital media studies, art, computer science, communications, or marketing and meet the following criteria:

- Strong writing and communication skills
- Keen awareness of web interface design and aesthetics
- Self-motivated with the ability to manage numerous projects simultaneously
- Ability to generate, share, and follow through on creative ideas
- Ability to collaborate with others as well as work independently
- Experienced in WordPress and familiar with Google Analytics