



Marketing Internship Description

Valparaiso University's University and Enrollment Marketing (UEM) seeks an intern who is interested in learning all aspects of the marketing field. Interns will assist UEM with marketing, communications, and design to help increase visibility for key University partners, including admission, advancement, and academics. 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:

- Monitor all forms of media, including social
- Research competitive media coverage and outreach strategies
- Draft marketing copy for social media, print, web, email, and other materials
- Assist in inventory management
- Compile and update contact lists

Requirements

Applicants should be majoring in marketing, communications, or writing and meet the following criteria:

- Strong writing and communication skills
- Solid understanding of social media (Twitter, Facebook, Instagram, Snapchat, LinkedIn, ZeeMee)
- Self-motivated with the ability to manage numerous projects simultaneously
- Ability to collaborate with others as well as work independently
- Proficient in Microsoft Office
- Basic understanding of Adobe Suite and/or Canva
- Completion of MKT 304 – Marketing Management prior to start date