



UWAA Internship Event Planning, Communications, Marketing, Promotions Position Description

Who: Open to all current UW undergraduate students with interest in marketing, public relations, communications, or related fields.

Term: One quarter, beginning the first week of fall quarter. Two positions available.

Overview: Join the UW Alumni Association team for a fulfilling internship that puts you at the forefront of the UWAA's campus promotional efforts. Work with other interns to develop and execute plans for promoting UWAA student events and programs. This internship is designed to be a fun and challenging experience that develops valuable marketing-related skills.

Duties Include:

- Work as a team with other interns to plan and implement one complete promotional event under guidance of UWAA staff
 - Work directly with UWAA graphic and web design staff to develop related print and web components
 - Coordinate all event logistics
- Actively promote existing UWAA events and programs. This involves putting up posters around campus, setting up tables on campus, writing e-mails, Facebooking, and developing new and better ways to communicate with UW students.
- Help develop and refine the overall UWAA student marketing/promotional plan
- Other duties as assigned—general office work

Desired Characteristics:

- Excellent organizational and interpersonal skills
- Comfortable with public speaking (an important component of promotional programs on campus is getting out and interacting directly with the public—you must be comfortable in this environment!)
- Self-starter, able to work independently and as part of a team
- Strong writing skills
- Competency with Microsoft Word and Excel, or desire to gain competency
- General knowledge about UWAA student programs (tip: research them at UWalum.com/students)

Hours: The UWAA office is open Monday through Friday, 8 a.m. to 5 p.m. Interns are expected to work ten hours per week during office hours. Some weekend and evening hours may be required.

Credit/Compensation: Student interns will receive 1 to 3 academic credits per quarter. Contact your undergraduate advising office for more information on academic credit. Unpaid position.

Application: To apply, send a cover letter and resume to Courtney Acitelli by e-mail to acitelli@u.washington.edu.
Deadline to submit: May 15, 2009.