

JOB TITLE	Marketing Analyst Intern
DEPARTMENT NAME	UW Alumni Association
JOB LOCATION	UW Tower – S Building, work space shared on 4 th and 2 nd floors
CONTACT/SUPERVISOR	Bryan Daisley
PHONE NUMBER	(206) 685-9275 (Complete 10-digit number)
EMAIL ADDRESS	bdaisley@u.washington.edu
BOX NUMBER	354860
EMPLOYMENT PERIOD	Summer Only [<input type="checkbox"/>] Sum & Acad Year [<input checked="" type="checkbox"/>] Acad Year Only [<input type="checkbox"/>]
HOURS PER WEEK	Sum: 40 hrs/wk [<input type="checkbox"/>] up to 19 hrs/wk [<input checked="" type="checkbox"/>] Acad Yr: up to 19 hrs/wk [<input type="checkbox"/>]
RATE OF PAY	\$12.00 (Compliance with current UW Student Pay Schedule)

Duties and Responsibilities:

- Create reports on web performance using Google Analytics
- Generate reports of UW e-mail performance sent through the Convio system
- Monitor UW's Web 2.0 presence (e.g. Facebook page performance)
- Compile performance statistics using a prepared Excel template
- Assist UW Marketing and UW Alumni Association Marketing teams with general administrative duties as requested

Minimum Qualifications:

- Strong organizational and analytical skills
- Strong interest in and familiarity with the Web as a communications tool
- Attention to detail. Reports will be disseminated widely to top administrators throughout the UW
- Experience with Microsoft Office software, including experience creating simple equations in Excel
- No Convio and Google Analytics experienced needed—training will be provided

Educational Benefits:

- Gain valuable experience in an authentic data-driven marketing environment. For any student interested in marketing or market research, this is one of the premier opportunities within the UW system.
- Learn to work within popular marketing tracking tools, Google Analytics and Convio.

OFFICE USE ONLY

Job Class Code: 0875 0872 Grad: 0881 0882 0883
51% Comp. to Classified: Yes [] No []
State [] Federal []
Open [] Closed []

JOB NUMBER:

11UWAA07

JOB CATEGORY:

ARTS/MEDIA