Graphics Intern Position Description

Department: Marketing and Graphics in the Division of Student Affairs at UW-River Falls
Reports to: Media Specialist for the Division of Student Affairs and Graphics Lead Intern
Classification: Level 2
Compensation: $8.50 per hour and, if desired, academic credit for internship

Position Summary: This position is an essential part of the Marketing and Graphics team, consisting of professional staff, student leads, and student staff.

Graphics Interns:
- Are in the role as Art Directors, who will be responsible for completing promotional materials and signs associated with marketing the programs, facilities, and services supported by the Division of Student Affairs
- Will be responsible for working with marketing team members to arrange social media promotion and photography coverage of the events and services requested by clients

Knowledge, Skills, and Abilities:

COMMUNICATION
- Polished written and verbal communication skills
- Attention to detail
- Knowledge of AP Style, University Style, guidelines, proofing, copy, and registration marks
- Basic knowledge of the UW-River Falls campus and desire to gain further knowledge

CREATIVITY
- Resourceful and innovative
- Creative, critical, and strategic thinker
- Analyze, interpret, and transform client information into a visual design or layout

TIME MANAGEMENT
- Prioritize and balance multiple projects and deadlines
- Work in a sometimes challenging and fast-paced environment
- Flexible and able to work independently

TECHNOLOGY
- Extensive knowledge of Adobe Illustrator and Adobe Photoshop
- Familiarity with Microsoft Word, Microsoft PowerPoint, Microsoft Excel, social networking tools, and Internet research tools
- Learns new computer software and techniques quickly

Responsibilities:
- Create marketing initiatives and campaigns in accordance with client requests and Marketing and Graphics professional staff
- Create posters, AxisTV slides and other printed publications
- Communicate with clients about the status of project requests and set up consultations with clients and professional staff when necessary
- Proofread graphic pieces to ensure accuracy, proper grammar, and visual appeal
- Insert promotional materials in table tent holders in University Center and clean them as assigned
- Communicate with leads and professional staff about project priorities and attend bi-weekly team meetings
- Communicate with Marketing staff for social media and photography needs in a timely manner
- Assist in the development and updating of resources that are available online to assist student organizations with the marketing of their opportunities and events
- Perform other duties as assigned

Qualifications and Conditions of Employment:
- Must be an undergraduate student at UWRF and maintain a minimum of 2.5 cumulative GPA
- Must be able to begin work January 5, 2015, for spring semester 2015 with opportunity to continue working
- Should be available to work an average of 6 to 15 hours per week (3 to 4 hour time blocks) during the academic year and J-Term and for possible summer employment
- May be enrolled in summer sessions 1-4, but not summer session 5 due to overlap with August training
- May be enrolled in a J-Term session course upon approval of supervisor for possible J-Term employment
- May be assigned some evening and/or weekend hours as needed