Position Summary:
Supervised by the Assistant Director of Student Involvement, the Media Communications Graduate Student Intern will work directly with the Student Life professional, graduate, and student staff to develop and implement campaigns and manage strategies designed to foster student engagement and awareness of involvement opportunities available to all students at the University of Wisconsin – River Falls. The position receives a stipend of $10,124 for 9 months with additional compensation for summer employment. Anticipated start date for this position is June 1, 2015.

NASPA/ACPA Core Professional Competencies: Leadership, Student Learning and Development, Equity, Diversity, and Inclusion and Personal Foundations

Position Responsibilities:

1. Create innovative, compelling, and creative awareness raising campaigns designed to increase student involvement in Student Life programs and the campus wide student engagement model.
2. Write and compile all program descriptions to be used for all media implementation including the campus calendar, website, social media, and OrgSync.
3. Manage the department social media (Facebook, Twitter, YouTube, etc.) presence and creation of videos highlighting student engagement opportunities.
4. Manage department marketing efforts including but not limited to Popcorn Fridays, poster distribution, and office fairs.
5. Liaison with graphic design team to manage projects, priorities, and workflow related to student involvement campaigns.
6. Collaborate broadly within the department and with campus partners to implement campus traditions such as Homecoming, Family Weekend, and Week of Welcome activities.
7. Collaborate with professional staff, graduate interns and student staff in the program development and implementation process for large scale events including but not limited to Homecoming Weekend, Welcome Week, Volunteer Fair and Spring Concert.
8. Utilize a strengths-based and appreciative advising approach when working with student staff.
9. Support the implementation of virtual student engagement strategies available through OrgSync.
10. Assist with the implementation of other programs and initiatives as assigned.

Qualifications:
A successful candidate will have a Bachelor’s degree and be fully enrolled on the SAA Program at UW-La Crosse. A strong interest in student engagement and involvement, leadership development, student development, and program development and implementation is crucial to success in this role. An ability to work collaboratively and creatively in a strong team oriented work environment is essential. Strong written and verbal communication skills and attention to detail are other desirable qualities. This position is a two year appointment subject to renewal annually based on performance indicators.

About the Office of Student Life:
The Office of Student Life at the University of Wisconsin – River Falls is the hub for student involvement and learning outside of the classroom. The Office of Student Life fosters student learning through inclusive and empowering experiences in the areas of community service and engagement, performing arts and lectures, leadership development, student organizations, and campus activities. More information about the staff and programs associated with the Office of Student Life at UW-River Falls can be found at http://www.uwrf.edu/studentlife.

To Apply: Please complete the UW-River Falls Graduate Student Intern Application by clicking the link.

Deadline to Apply: Applications will be reviewed as submitted. Position will be open until filled.

The University is committed to creating an educational community which enhances student awareness and appreciation of diverse ethnicities and cultures and which actively supports tolerance, civility and respect for the rights and sensibilities of each person without regard to economic status, ethnic background, political views, sexual orientation, or other personal characteristics or beliefs. Awareness of and sensitivity to diverse ethnic and cultural heritages are especially sought in applicants.

UW - River Falls is an equal opportunity, affirmative action employer subject to all state and federal regulations pertaining to non-discrimination based upon sex, gender identity or expression, sexual orientation, race, color, national origin, religion, disability, marital status, age, arrest and/or conviction record, veteran status, and membership in the national guard, state defense force, or any other reserve component of the military forces of the United States or the State of Wisconsin. All persons, especially women, persons of color, and people with disabilities are encouraged to apply. Employment is subject to federal laws that require verification of your identity and legal right to work in the United States as required by the Immigration Reform and Control Act.