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Leadership in Higher Education

University Relations Intern

Department: Office of University Relations

Administrative Affairs

Title of Internship: University Relations Intern

Preferred Background or Skills:

1. Excellent oral, written and personal communication skills

2. Ability to work well with diverse groups and manage multiple projects at one time

3. Knowledge of word processing, desktop publishing (preferably InDesign), and/or photo editing software

4. Understanding and experience with social media

5. Willingness to learn emerging communication technologies

6. Ability to meet deadlines with multiple projects

Mission Statement:

University Relations solves problems and helps strengthen relationships.  
   
Working to support the mission and strategic plan of Baldwin Wallace University, University Relations employs a combination of traditional and digital media to reach our targeted audiences in effective and cost-efficient ways with relevant information that tells the BW story.   
   
While functioning as an in-house communications/ marketing agency with highest priority given support for our revenue producing activities—admission, retention and advancement—  
University Relations strives to be a source of counsel, training, guidance and support to empower a campus-wide commitment to sharing the BW story.

Position Description:

As a valued member of the University Relations team, this intern will combine exposure to the traditional areas of institutional communication—public information and media relations, publications, alumni communications, advertising and marketing communications, campus photography and video production, Web content management, e-communications, and special events.

Major Internship Responsibilities:

* Help develop, monitor and maintain a Baldwin Wallace University social media presence
* Assist with a major special event - planning, developing collateral materials to support the event, executing and evaluating the event
* Help develop content for the BW Web presence
* Support University Relations initiatives in its areas of responsibility
* Perform other duties as assigned

Special Considerations:

None

Special Hours:

Schedule may vary based on project requirements

Unusual Tasks (that might require physical exertion, for example):

None

Required Travel:

None