



## Digital Marketing, Web and Design Intern Job Description

### **OPPORTUNITY AND OVERVIEW:**

The University of Nebraska system's Office of External Relations is seeking a digital marketing and design intern for an internship spanning the 2020-21 academic year and potentially beyond. The intern will report to the Senior Marketing Associate and assist with digital and graphic design projects, website content development and implementation on Nebraska.edu, and other digital marketing, web and design projects as assigned.

### **ABOUT EXTERNAL RELATIONS:**

The Office of External Relations oversees strategic communications and marketing, media relations, events, and government relations for the University of Nebraska system. It supports all four University of Nebraska campuses (UNK, UNL, UNMC and UNO) and advances the University's reputation statewide, nationally and internationally. The Office of External Relations is located in Varner Hall, across from UNL's East Campus in Lincoln.

### **PRIMARY DUTIES & RESPONSIBILITIES:**

- Develop branded graphics and optimize images for the Nebraska.edu website and NU system social media accounts.
- Assist with new webpage and website creation on the Nebraska.edu website.
- Assist with written and graphic content updates on the Nebraska.edu website.
- Manage digital content and graphic assets in an online content management system and on internal servers.
- Track and manage incoming website update requests through the External Relations project management system.
- Assist with non-digital graphic design projects, marketing initiatives, and project management as needed.

### **REQUIREMENTS & SKILLS:**

- We look to recruit a junior or senior student at a University of Nebraska campus in order to ensure expertise and experience in their field of study—the internship may extend beyond the student's junior or senior year.
- Students with majors in graphic design, marketing, advertising and public relations, or other relevant fields will be given strong preference.
- Experience using Adobe Creative Suite and ability to produce design assets and graphics.
- Experience with copywriting and graphic design for web and social media.
- Familiarity with web design, content development, and content management.
- Willingness to work up to 20 hours per week at Varner Hall in Lincoln (and over student holidays, if desired).
- Ability to manage multiple projects simultaneously and to produce content in a fast-paced environment.
- Strong interpersonal skills and an ability to work with a wide range of individuals.

**SALARY:** \$12/hour

### **APPLICATION PROCEDURE:**

Email Ryan Rothman at [rrothman@nebraska.edu](mailto:rrothman@nebraska.edu) and attach a current resume and cover letter detailing previous digital marketing and design experience or projects, including platforms used. Applicants should be prepared to present work or project samples if chosen for an interview. If you have questions or need an accommodation in order to apply, please call (402) 472-2111.

### **Office of External Relations**

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