

# Communications/Marketing Internship – 2019-20

## *University of Wisconsin Hillel Foundation*

Hillel offers semester or year-long internship opportunities for outstanding college students at the University of Wisconsin-Madison. Through these *paid* positions, students gain a unique opportunity to affect many aspects of Jewish life on campus while receiving professional learning experiences. The Marketing/Communications interns help to create and carry out UW Hillel's presence and brand.

Click: [tinyurl.com/uwhillelintern](http://tinyurl.com/uwhillelintern) or email Aaron [aseligman@uwhillel.org](mailto:aseligman@uwhillel.org) with any questions.

**Description:** Communications/marketing interns are for the student who enjoys telling stories. You're interested in inspiring others about Hillel's work and impact on every level: the big-picture, overall mission; a specific program coming up; the impact Hillel had on a particular student or community; or, why the food at Adamah Café is amazing (it is). You'll manage Hillel's social media accounts, email/website, graphic design, or create other marketing materials (reports, flyers, mailers, videos).

**You'll be successful if:** You know that "word of mouth" sounds nice, but it isn't a marketing strategy. Instead, you think about:

- *What words?* The language - text, images, or video to convey the message
- *Whose?* The voice - which students(s), parents, campus partners, or Hillel staff to use; and
- *Mouth?* The platform - social media, flyers, website, email, in-person announcements, group-chat messages – no matter how people get information, you want it get it to them!

You can create content that will exemplify Hillel's brand to the community of students, parents, the local community, prospective students, alumni, and donors. You understand technologies and communication channels. Above all, you're a good planner, communicator, coordinator, and most importantly, a great team player.

**Ideal Candidate Profile:** You're excited at the opportunity to tell Hillel's stories digitally and in person. You're comfortable creating/tailoring content for different platforms, context, and audiences whether graphically, in writing, in person, or all three. You have exceptional organizational skills, creativity, the ability to work independently, meet deadlines, a commitment to Hillel and Jewish life on campus and a strong desire to engage the community.

**Requirements:** In addition to marketing and outreach tasks as part of the specific internship, you will be part of Hillel's Intern cohort. This will include:

- Attending a fall leadership retreat (date TBD during the summer)
- Participating in weekly meetings with other interns and Hillel Staff
- Hosting/helping host Hillel programs, including Shabbat dinners

**Benefits:** In addition to the opportunity to connection, build, and shape your community on campus, you will receive:

- Regular professional development trainings and mentoring
- Knowledge of a nonprofit organization that is part of an international network
- Free coffee (and some meals) from Adamah Café
- A reliable reference/recommender for jobs/scholarships
- A paid stipend
- Opportunity to earn academic credit and/or a [leadership certificate](#)