

# Marketing and Communications

## Our Work

The Women's Resources Center (WRC) is a unit of the Office of Inclusion and Intercultural Relations (OIIR), which seeks to improve campus climate by providing transformative learning experiences to the Illinois community that result in an appreciation for cross-cultural engagement, awareness of gender/women's issues, and visibility of diverse women across the University of Illinois. The WRC supports and connects students, linking them with faculty, alumnae, staff, community leaders and other students through programs, workshops, mentorship, fun activities and networking events focused on the intersectionality of sexism and other forms of social identity. The WRC also provides confidential support and advocacy services for students, staff, and faculty, when they are faced with difficult or emotionally traumatic incidents such as harassment, stalking, sexual assault, or abuse within a relationship. The WRC is responsible for directing prevention programs intended to end these types of abuses as well, including the First Year Campus Acquaintance Rape (FYCARE), ICARE, I Heart Healthy Relationships, and GUARD programs.

## Internship Description

The Marketing & Communications Intern for the Women's Resources Center is responsible for supporting the unit's publications, advertising, and marketing. This internship focuses on media and publications, offering an opportunity to learn the techniques and strategies used in press outreach, as well as the production of a variety of written materials, along with Center's weekly newsletter.

## Responsibilities Include:

This internship will entail a mix of administrative and substantive work, including:

- Drafting written materials including emails, marketing, resources, and websites
- Designing marketing plans for various programs and events
- Editing and proofreading
- Maintaining contact databases and administering distribution channels
- Managing the Women's Resources Center media archive
- Generating social media content
- Other administrative duties as assigned



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## Expectations:

- Strong written communication skills
- Attending a mandatory intern orientation on Monday, August 24<sup>th</sup>, 5 – 8 p.m.
- Committing to a minimum of 10 hours of work per week and consistently tracking those hours
- Attending biweekly intern meetings on Tuesdays from 4 to 5 p.m.
- Participating in professional development opportunities
- Completion of a final project, including a presentation of successes to volunteers, other interns, and staff
- Clear and open communication with supervisor and other WRC staff

## What interns can expect to gain from this experience:

- Interns will gain hands-on experience in communications and marketing work
- Interns will expand their understanding of issues related to intersectional gender equity
- Interns will increase their professional writing and editing portfolio
- Interns will gain a better understanding of the communications process of a university
- Interns have the opportunity to sign up for an in-depth resume review by WRC staff

## To Apply:

Complete the application found here: <https://forms.illinois.edu/sec/3244939>. You will also be asked to upload a cover letter and resume at the end of the application in PDF format. The cover letter should include information on why you would like to intern at the WRC, what unique qualities you bring, and how this internship fits into your future goals. All intern candidates will be invited to an interview before being officially selected.

Applications will be accepted on a rolling basis until the positions are filled, and interviews will be scheduled as soon as possible after the application has been received.

## Compensation:

While this is an unpaid internship, students can potentially earn credit hours as an independent study through the Department of Gender and Women's Studies. If you are interested in obtaining academic credit, please indicate when applying.



Women's Resources Center