

Academic Enrichment Outreach and Alternative Breaks Intern

The Academic Enrichment (AE) Outreach and Alternative Breaks Intern is responsible for creating marketing materials, supporting AE's social media and Mail Chimp newsletter, assisting with outreach for the UM Expo and interviewing and writing stories about student successes as well as providing support and coordination in the development and implementation of student-lead service trips to other areas of the United States during Spring break and at the beginning of summer. The position has a start date of August 2018 through to the end of May 2019 (will consider summer 2019 also), provided all requirements are met. This position pays \$10.00/hr (must have **Work Study** award) and works up to 10 hrs /week with peak times during event weeks reaching up to 15 hrs/week.

Outreach:

- Create and disseminate press releases for programs and events, submit follow-ups and pictures to Academic Enrichment and UM Relations
- Create a variety of outreach materials for varied audiences
- Serve as a contact with University Relations and internal/external media sources to promote Academic Enrichment events
- Help coordinate, produce and manage AE's social media campaigns and Mail Chimp newsletter to its varied audiences
- Gain experience updating AE's website using Cascade, UM's content management system.
- Support student recruitment and outreach for all AE programs and events
- Develop and implement ideas for sharing stories about students participating in experiential learning
- Help in distribution of event materials to employer partners, students and programs

Alternative Breaks

- Develop and coordinate logistics for 1-2 Spring Break Trips
- Develop and coordinate logistics for a summer min-break trip
- Identify national community service project partners
- Recruit, train, and oversee two site leaders for each trip
- Recruit and place student participants to fill each trip
- Prepare and oversee budgets for all trips
- Provide post-trip follow-up and evaluation for each trip including budget reporting.

BENEFITS OF BEING THE AE OUTREACH AND ALTERNATIVE BREAKS INTERN:

- Gain experience in professional event coordination, time management and logistical skills
- Gain skills and experience creating outreach campaigns, student success stories and marketing materials
- Help to make an impact on the university community
- Access to Academic Enrichment advisors to help you make great connections to experiential learning

QUALIFICATIONS:

- Must be able to work well independently, be self-motivated and think creatively and critically
- Current UM student, in good standing sophomore status or greater with **Work Study** award
- Experience managing social media and communicating in a professional setting
- Strong computer skills, including but not limited to: Outlook, Word, Excel and PowerPoint
- Experience using graphic design software such as Adobe Photoshop
- Experience using or ability to learn Mail Chimp
- Not afraid to ask questions and open to learning and trying new things

Please apply for this position