|  |  |
| --- | --- |
|  | **University of Cincinnati Press**University of CincinnatiPO Box 210033Cincinnati, OH 45221-0033640 Langsam LibraryPhone: (513) 556-1515Email: ucpressmktg@ucmail.uc.edu |
|  |  |

Job Description: **Marketing Intern**

The Marketing Intern’s chief duty is to publicize, and get the word out about all of our publications. This task will rely on skills based in communication, marketing, and public relations. This position will provide opportunities to generate new and exciting content and set up meaningful author events and publicity engagements for already published, and forthcoming publications. This internship requires strong writing skills in order to put together press releases, coordinate professionally through email, and manage social media platforms.

Duties:

* Research academic journals relevant to each publication, find necessary information to put together list of potential reviewers.
* Pull quotes from relevant media hits and enter into press database
* Manage and develop original content for Social Media platforms Twitter, Facebook, Instagram, Youtube.
* Put together press releases and other communication-based materials
* Research and enter authors for awards and prizes
* Work and coordinate closely with authors regarding events and publicity opportunities.
* Coordinate exhibit participation
* Generate new media contacts locally, nationally, and internationally
* Manage UC Press Marketing Email and promptly respond to inquiries
* Follow up on special sales opportunities

Skills

* Strong Written and verbal communication
* Strong Organization
* Project Management
* Multitasking
* Microsoft Office (Powerpoint, Word, Excel)

Details & Requirements

* Preference given to students in humanities and social sciences.
* Standing Junior or Senior
* 10-20 hours per week (scheduling is flexible)
* Must be able to work at Langsam Library
* This is a paid internship.
* Position opening SS20, application will be available on Handshake this Fall.
* Scan QR code, or visit ucincinnatipress.uc.edu for details.