



Beckman Institute

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Digital marketing student worker – fall 2023

Beckman Institute for Advanced Science and Technology

The Communications Office at the Beckman Institute for Advanced Science and Technology is seeking a digital marketing student worker to assist in creating materials to promote Beckman research and events, including social media, web content, and news announcements. The intern will work with communications team members to create and implement social media strategy, brainstorm engaging campaigns for our various audiences, develop and post content, collect analytics, and post website content, including news releases and feature stories.

If you're a detail-oriented and thoughtful communicator who wants to use your talents in various mediums, this will be a great internship for you.

Job Description:

Primary duties:

- Write and edit content, including website and printed materials.
- Draft, schedule, and post polished social media content on Twitter, Instagram, Facebook, and LinkedIn.
- Collect and compile social media analytics that generate insights to improve our social media strategy.
- Find participants and create content for ongoing features about Beckman staff and students.
- Assist in compiling content for the Beckman Bulletin, the institute's monthly newsletter.
- Other duties as assigned.

Preferred skills:

- Excellent writing, editing, and proofreading skills.
- Ability to research and write polished content with minimal errors.
- Experience with/interest in graphic design platforms such as Adobe Creative Suite and Canva.
- Experience with/interest in using project management platforms to collaborate with team members.
- Experience managing professional social media accounts (preferably for an organization or institution).
- Capable of generating creative, innovative ideas to enhance social media content.
- Well-organized and detail oriented.
- Self-motivated and capable of working independently toward set goals and deadlines.

Hours

This is a paid position requiring 10-15 hours of work per week at \$13/hour, with a set schedule that can be flexible to accommodate coursework. The internship can be completed in person, remotely, or in a hybrid format at the discretion of the supervisor. The position begins no later than fall 2023 with the opportunity for renewal into the spring 2024 semester.

To apply

Interested candidates should submit a resume, cover letter, and two to three writing samples (including at least one professional social media post) to Jenna Kurtzweil at kurtzwe2@illinois.edu.