



Student Affairs

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Michael L. Jeffries, Sr. Center for Access and Academic Success

Term:	Fall 2024 & Spring 2025
Working Title:	Marketing & Communications Intern
Hours:	10 hours/week
Paid/Unpaid:	Paid (\$15.00/hr)
Eligible for Credit:	Yes

Position Summary

The Michael L. Jeffries, Sr. Center for Access and Academic Success (Jeffries Center) provides leadership in developing, implementing, and delivering student support services to improve the retention, academic achievement, graduation, and success of undergraduates at Illinois, particularly, students who identify as first-generation, historically underrepresented, low-income, and/or educationally disadvantaged. The Jeffries Center develops educational opportunities and enrichment activities to help facilitate the educational and personal growth of student participants through organized activities and collaborative efforts with Student Affairs departments, the colleges and academic departments, and other campus and community partners.

The Jeffries Center is comprised of four administrative areas: Academic Services Programs (ASP); Administrative & Business Services (ABS); TRIO College Programs (TCP); and TRIO Precollege Programs (TPP). As a part of Student Success, Inclusion, and Belonging within Student Affairs, The Jeffries Center reports to the Assistant Vice Chancellor for Student Success, Inclusion, and Belonging (SSIB).

The Jeffries Center produces marketing and promotional material to educate students, staff, faculty, alumni, and campus partners on the services and resources provided by the center. The Marketing & Communications Interns for the Jeffries Center provide support to the Assistant Director of Events, Outreach, & Digital Strategy by assisting in the creation and delivery of this marketing and promotional material by: creating digital/print media to bolster the unit's graphic portfolio, expanding and maintaining branding standards to develop a presence within the campus and larger community, and coordinating with students and professional staff to bolster channels of communication, collaborative initiatives, and opportunities for shared content creation.

Essential Job Duties & Responsibilities

Graphic Design & Communications

- Provide support in creating visual marketing and communication material for the Jeffries Center and each of its sub-units including: Posters, programs, flyers, infographics, social media posts/graphics, etc.
- Assist with the development and proofing of communications such as targeted emails and promotional material to students, staff, faculty, and alumni to ensure proper branding and communication standards as outlined by Illinois Strategic Communications and Marketing.
- Under the supervision of the Assistant Director for Events, Outreach, & Digital Strategy, collaborate directly with each of the Jeffries Center's administrative areas to support their marketing needs and implement marketing campaigns specific to their audience.
- Collaborate with partners in Student Affairs, Academic Affairs, and the community to identify, develop, and implement a communications strategy that aligns with the current climate and contemporary marketing practices.
- Assist in the designing and implementation of the Jeffries Center Semester Newsletter, Scholarship Brunch program, National First-Generation Day program, Mom's Day Scholastic Awards Ceremony program, and various other signature event programming material.
- Assist in the development, maintenance, and execution of an annual communications calendar to ensure all communications produced by the Jeffries Center are deployed in a timely manner.

Social Media

- Develop content and maintain engagement with the Jeffries Center social media channels (Facebook, Twitter, Instagram, YouTube, TikTok, etc.)
- In collaboration with the Assistant Director for Events, Outreach, and Digital Strategy, communicate with the Jeffries Center units to develop and manage a social media editorial calendar.
- Assess current trends and best practices regarding social media to develop strategies for expanding/increasing social media engagement with the Jeffries Center various audiences.
- Work with the Jeffries Center's various units to create tailored social media messaging and content that represents their unique areas of interest and audience.

Strategic Partnerships & Photography

- Collaborate with units across Student Affairs, Academic Affairs, and the community to develop strategic partnerships to be highlighted across the Jeffries Center's platforms and media.
- Attend campus, and more specifically, Student Success, Inclusion, and Belonging (SSIB) partner programs to highlight the Jeffries Center strategic partnerships and affinity to Student Affairs and SSIB.
- Take and edit photos using the Jeffries Center equipment to create a photography portfolio for promotional material.

Brand Management

- Assist the Assistant Director for Events, Outreach, & Digital Strategy in maintaining a consistent brand across all communications platforms in line with Illinois and Student Affairs brand and visual identity standards
- Assist in maintaining, updating, and organizing files and content including: Retiring old name across all platforms (Office of Minority Student Affairs), updating color palettes, revising dated language, links, etc.

Qualifications

Must be a full-time enrolled undergraduate student at the Urbana campus and in academic good standing.

Required Skills

Must be comfortable with an array of marketing and communication tools including, but not limited to: the Adobe Suite (Photoshop, Lightroom, InDesign, Premier, Illustrator), Microsoft Suite (Word, PowerPoint, Excel), Canva, social media platforms (Facebook, Twitter, Instagram), etc.

Application Instructions & Deadline

Interested applicants must submit their application via the linked form below by **Friday, August 9th at 11:59pm**. Applicants will be reviewed, and interviews will be conducted virtually during the second week of August. The anticipated start date is the first week of the Fall 2024 semester.

go.illinois.edu/JeffriesMarketingIntern