

Content Marketing Intern

\$11.00 per hour, 10-15 hours per week | [Apply on Handshake](#)

In support of UW Oshkosh's commitment to an enhanced digital communications strategy, the office of University Marketing and Communications is hiring for a student Content Marketing Specialist.

The student Content Marketing Specialist will create engaging content for the University to be used in student recruitment blog posts, social media content, emails and other media. The student in this position will also assist in the development of a content marketing strategy for student recruitment.

Pay rate is \$11 per hour with an average of 10–15 hours per week. The student in this position also may be eligible for rehire over the summer. Working side by side with the central UW Oshkosh marketing and communications team, the Content Marketing Specialist will gain real-world experience working on a content marketing strategy that targets thousands of prospective UW Oshkosh students.

Job Duties and Responsibilities:

- Research, write and produce engaging content for publication on social media, UW Oshkosh Today and a new student recruitment blog
- Analyze the content marketing strategy at UWO and its peer organizations
- Make recommendations for content and publishing based on research and best practices
- Work with UMC staff and resources to manage the creation of text and multimedia content

Qualifications:

- Excellent written and verbal communication
- Strong grammar and editing skills
- Knowledge of and passion for UW Oshkosh
- Energetic desire to get involved in large projects
- Flexibility, openmindedness and the ability to deal with uncertainty

Preferred qualifications:

- Experience with and love for social media
- Skills in creating simple art, digital graphics, photography, or videography
- Experience with WordPress or other web content management system

Questions? Contact Trevor Clementi, clementt@uwosh.edu

UNIVERSITY MARKETING AND COMMUNICATIONS

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