

# UW IMPACT - Strategic Communications & Engagement Internship

## UW Impact Position Overview and Description

### Strategic Communications & Engagement Internship

UW Impact, the legislative advocacy program of the UW Alumni Association, is seeking an enthusiastic and motivated intern to assist with communications, engagement, and data management. UW Impact is separate from the University of Washington and is part of the independent, 501(c)3 non-profit UW Alumni Association. UW Impact engages alumni and friends of the UW to advocate for state support for the UW and public higher education.

The intern will be asked to help UW Impact staff execute the communications/engagement strategy, including content creation, administrative support, event support, and data management. Interns will also learn about Washington State higher education policy, political processes, and the field of alumni relations.

### Qualifications:

Open to any candidate who is a third-year student or above interested in communications, marketing, policy, advocacy, or education. Candidate must exhibit excellent written and verbal communication skills in English. Strong candidates will have social media experience and comfort with political communications to lay audiences.

Interns must be self-starters who can work both independently and collaborate with staff and internal partners. UW Impact operates a small office that requires an intern who is flexible and comfortable working on both menial and complex tasks. Communications, marketing, and event experience are preferred. Experience working with Microsoft Office and an ability to learn and use advocacy databases (NationBuilder and Phone2Action), is desired. Coursework in communications, marketing, policy, government, or education a plus.

### Key Skills:

*Effective Communication*- The capability to distribute compelling messages clearly and concisely, in a way that connects with UW Impact's advocates, and internal and external partners.

*Teamwork*- A desire to work collaboratively with members of the UW Impact team and their partners to effectively meet organizational outcomes.

*Critical Thinking*- The capability to identify relevant topics to UW Impact's present work and yet impending.

*Diversity & Inclusion*- A commitment and ability to work with those of a diverse background that help contribute to UW Impact's mission and enriches us to a wide range of ways to understand and engage with the world.

*Decision making*- An ability to take the initiative when required and make good decisions in important and timely situations.



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## Internship Responsibilities:

- Draft and schedule social media and website blog content
- Contribute to strategic communications plans for translating and disseminating political higher education topics
- Assist in analyzing communications metrics
- Collaborate in team brainstorming, bringing fresh ideas to the table
- Support efforts to engage with UW Impact advocates, both directly and indirectly
- Other duties as assigned

## Salary and Hours:

The position is paid at \$15.45 per hour (minimum wage, 10-15 hours per week; opportunity for more hours, as needed, not to exceed 20 hours during the 2019-20 academic school year). Some evenings and weekends (infrequent) may be required. Desired start is September 2019 (flexible), and continues through the academic year, with option to work over academic breaks.

## Application Materials:

- Resume
- One-page cover letter, answering: *How will your background and skills contribute to alumni engagement for UW Impact?*
- Portfolio of curated social media posts/communications content

## Application Process:

Please apply via UW's online job portal Handshake or submit your application materials to [newman@uwimpact.org](mailto:newman@uwimpact.org) by 5 p.m. Friday, August 30, 2019.

