

## Internship in Communications and Marketing

**Organization:** Harry Ransom Center, Communications and Marketing Dept., 300 W. 21<sup>st</sup> Street

**Organization Contact:** Elizabeth S. Page, Head of Communications and Marketing  
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**Position Title:** Communications and Marketing Student Intern

**Location:** Austin, Texas

**Work Days and Times:** M-F 9:00a – 4:00p

**Approximate Hours per Week:** 10 hours

**Employer/Organization Description:** The Harry Ransom Center is an internationally renowned humanities institution that contributes significantly to the reputation of The University of Texas at Austin as one of the leading research universities in the world. The Center's exceptional collections provide insight into the range of creative expression of writers and artists engaged in literature, photography, film, art, and the performing arts. Visitors experience the collections through research, exhibitions, publications, digital initiatives, and a wide variety of programs.

**Job Description:** Gain administrative, marketing, and communications experience while working in the Communications and Marketing Department at the Harry Ransom Center.

### Duties include:

- Conduct marketing activities to promote exhibition visitation and program participation
- Email campaign design, copywriting, list import/export, graphic design, and analysis
- Social media campaign planning, development, design, copywriting, and execution with particular emphasis on Instagram.
- Communications activities involving a variety of audiences, including staff, students, members of the press, and the general public.

**Learning Outcomes:** This position will allow for hands-on experience with administrative and high-level tasks related to marketing and communications projects. There will be opportunities to multitask and take ownership. As an Intern, you will gain invaluable knowledge of workplace dynamics and will learn how to successfully plan, execute, measure, and report on initiatives.

**Additional Qualifications:** Must be able to handle confidential material responsibly. Successful candidates will have a professional and positive attitude; excellent interpersonal communication skills; attention to detail and strong organizational skills. Must be reliable, punctual, and available to work a consistent schedule, Monday – Friday between the hours of 9 a.m. and 4 p.m.

### Skills Needed:

- Strong interpersonal and communication skills
- Maintaining a positive attitude
- Comfortable working independently
- Comfortable using office equipment such as: computer, copier, printer, etc.
- Attention to Detail
- Able to maintain a consistent work schedule