

# UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

## Job Description



|            |                                    |   |  |
|------------|------------------------------------|---|--|
| Sector     | <input type="checkbox"/> Executive | <input checked="" type="checkbox"/> Marketing | <input type="checkbox"/> Operations          |
| Location   | Urbana                             |   |  |
| Job Title  | Marketing Copywriter Intern        |   |  |
| Reports to | Chelsea Hamilton                   | <i>Title</i>                                  | Marketing Director, Marketing and Promotions |

|  |  |                                    |
|--|--|------------------------------------|
| Classification                                 | Type of position:                                  | Hours <u>20</u> / week             |
| <input type="checkbox"/> AP or CS              | <input type="checkbox"/> Full-time                 | <input type="checkbox"/> Exempt    |
| <input checked="" type="checkbox"/> UIAA or UI | <input type="checkbox"/> Part-time                 | <input type="checkbox"/> Nonexempt |
| <input type="checkbox"/> Benefits or no        | <input type="checkbox"/> Contractor                | \$12 per hour                      |
| <input type="checkbox"/> Other                 | <input checked="" type="checkbox"/> Intern/Student |                                    |

### ABOUT UI ALUMNI ASSOCIATION

Formed in 1873, the vision for the University of Illinois Alumni Association is to serve as a compelling and collaborative advocate for all three University of Illinois universities by creating a broadly inclusive, highly informed and significantly engaged network of dedicated alumni. Our mission is to strive to better all three universities by connecting, inspiring and celebrating the highly diverse alumni base in an innovative, disciplined, and measurable manner. Under the current strategic plan (2015-18), four strategic themes guide all of the UI Alumni Associations' decisions: kindred forever, promoting awareness, connections and engagement, and history and traditions.

### ABOUT OUR ORGANIZATION STRUCTURE

The UI Alumni Association is led by a President and CEO with the support of a management team comprised of seven departmental leads. UI Alumni Association departments include: Alumni Community Development, Political Advocacy, History and Traditions, Marketing and Promotions, Media, Finance and Accounting and Informational Services.

### ABOUT THIS ROLE

This role is best fit for a creative person who is interested in brainstorming, creating and transforming ideas into words. He or she will assist in the development of marketing strategies, as well as the expansion of marketing channels/methodologies, and be responsible for internal and external writing and copyediting for the UI Alumni Association's Marketing & Promotions Department. An ideal candidate is one who can develop unique and new concepts, write compelling marketing messaging, copy, and headlines for print and digital campaigns that include websites, emails, social media, direct mail, brochures and ads. They must be able to follow marketing and branding guidelines for all copy that is written with strong attention to detail to the overall need of the campaign or project.

### MAJOR DUTIES & RESPONSIBILITIES

- Collaborate with the marketing team (managers, strategists and designers) to conceive, develop and implement innovative and strategic marketing/advertising campaigns
- Explore different ideas and concepts for both the visual and verbal elements of the campaign (in tandem with the creative marketing team)

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- Draft engaging, impactful, persuasive and consistent marketing messages for print publications or virtual posting for communication mediums including webpages, social media, mass email, newsletters, brochures, direct mail and ads
- Develop, edit, and revise copy to meet personal standards and satisfies the needs of UI Alumni Association marketing department
- Collaborate with editors to edit, revise and rewrite sections
- Write clear, consistent and original print/web content and product copy for marketing materials under tight deadline-driven environment
- Maintain and archives marketing collateral and materials
- Assist the creative marketing teams with projects as assigned

### TYPICAL DELIVERABLES EXPECTED

The UI Alumni Association needs the talent of a creative marketing copywriter to be part of the marketing team and prepare impactful messages to our constituents. This job will involve a strong emphasis on producing original, clear, and credible ideas and communicating those through written copy to drive the vision and branding of the UI Alumni Association. Some of the deliverables may be online messages including newsletters, emails, webpages and social media, or print marketing materials such as brochures, posters, ads, event invitations and direct response letters.

### JOB QUALIFICATIONS REQUIRED

- Must have strong organizational and detail-oriented skills with knowledge of MS Office, Outlook, Acrobat, etc.
- Strong verbal and written communication skills
- Solid understanding of different marketing techniques
- Ability to work independently and as part of a team
- A flair for writing for a consumer facing brand on a corporate level with a clear understanding of what works in a wide variety of outreach formats including social media and traditional marketing programs
- Familiarity with print and online media—marketing experience is a plus

### EDUCATION AND/OR CERTIFICATION REQUIREMENTS

Must be of junior or senior status to the University of Illinois at Urbana-Champaign  
Majors in Marketing, Advertising, Communications, English or Journalism

### APPLICATION

To apply, please send a letter of application and resume to Chelsea Hamilton, marketing director for the UI Alumni Association, at [chamil@uillinois.edu](mailto:chamil@uillinois.edu) by April 24, 2017.