Daily Responsibilities
University Marketing Work-Study / University Marketing Intern

The University Marketing team in the UTSA Office of University Communications and Marketing develops materials and content to creatively and persuasively tell UTSA’s Tier One story. Working closely with University Communications, the department plays a key role in advancing and promoting the strategic imperatives of the university through advertising, brand positioning and advancement of key messages.

Job Description
The University Marketing team oversees UTSA’s brand, paid media and advertising, top-level web pages, emails, production and design needs for key departments. Interns and work-study students will:

- Assist Marketing Manager with various advertising analyses, media buys, planning and reports
- Assist Creative Services team with organizing and updating brand logo templates and logo files for UTSA institutes, colleges and departments
- Brainstorm with creative team on student-focused materials and digital content
- Assist with video production assignments
- Work with the university webmaster to edit web pages, create html emails and web applications for faculty, staff and students
- Edit CSS, HTML, JavaScript and other languages
- Prepare documentation and training guides
- Assist in training others in web publishing using UTSA’s new content management system
- Assist with general filing, organizing and other duties as required
- Assist production team in filling out print spec sheets to send to the printer
- Update tasks in project management system with client comments
- Assist with print estimates for clients/follow up on print deliveries
- Scout campus for branding and signage issues

Interns and work studies may choose a marketing discipline (web, media, design or production) that best suits their interests.

Goals
Once completed, marketing interns and work-studies will have a greater understanding of the skills needed for today's workplace, and better understand the needs and expectations of a marketing or advertising firm.

Contact:

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