Daily Responsibilities
University Communications Work-Study / University Communications Intern

The University Communications team in the UTSA Office of University Communications and Marketing builds credibility for UTSA through the development and placement of earned communications and news stories that include the university’s key messages. We demonstrate how UTSA is advancing to Tier One status through excellence in academics, research and community outreach.

Job Description
The University Communications team oversees UTSA’s messaging, media relations, internal communications, social media, digital content and crisis communications. Interns and work-study students will:

- learn UTSA’s key messages and proof points, and understand how to use them to tell the UTSA story
- discover what constitutes a compelling news story
- craft news releases, media advisories and web content
- build media lists, draft media pitches and pitch stories to the media
- learn media monitoring and web traffic basics
- contribute to UTSA’s official social media channels (Facebook, Twitter, Instagram and others)
- develop short videos for use online or on social media

Interns and work studies may choose a media relations focus or a digital media focus.

Goals
Once completed, media relations interns and work-studies should have a solid grasp of the news cycle, how to develop and nurture media relationships, how to pitch and place news and how to pitch and place expert sources. Digital media interns and work studies will learn how to manage an organization’s social media channels, how web and social media support one another, how to develop and storyboard video for digital platforms and how to measure the effectiveness of content.

Contact:

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