Communications Fellow

The College of Arts & Sciences Office of Communications is committed to creating and sharing useful and compelling information about the College of Arts & Sciences faculty, students, research, and accomplishments through marketing and public relations strategies that enhance the reputation and help define the brand of the UM College of Arts & Sciences.

We maintain the College's web pages, produce the alumni magazine and e-newsletter, maintain the College's social media pages, create content for all communication platforms, and work with each unit to help them share their student and faculty successes through publicity. We also work closely with the advancement team and department chairs to create marketing materials for major events or new programs. Sometimes, we take a step back and conduct market research to help drive strategies for web, marketing, or messaging, and to find the best ways to reach our target audiences.

Position Description
The Office of Communications may have an opening for a diligent graduate student with good interpersonal skills who has some knowledge of and an interest in communications and/or marketing. Applicants must be familiar with writing for media, for web, for social media, and/or for creative copy.

Projects may include, but are not limited to, the following:

• Creative/persuasive writing for new program marketing pieces (i.e., brochures, posters, etc.).
• Writing, editing, or researching information for articles/press releases, or for the big annual arts&sciences alumni magazine, and/or assisting with the magazine production process.
• Generating social media content using a camera or video.
• Graphic design or web development skills preferred.
• Photography or video editing skills a plus.