

Job Title: Digital Marketing Intern
Classification of Position: Student Internship
Name/Address of Student's Employer: Neighborhood Housing Office
Student Union WG85
2200 E Kenwood Blvd
Milwaukee, WI 53211

Job Description

The Digital Marketing Intern will focus on maintaining and improving the Neighborhood Housing Office's website while ensuring all web content is strategic, updated, and in line with the NHO mission and UWM branding guidelines.

Job Duties:

<u>Primary Duties</u>	<u>Approx. Percent of Time Applied Over One Year</u>
• Maintain the Neighborhood Housing Office Website pages, posts, calendar, and FAQ's	25%
• Maintain a content calendar for advertising programs and services on the website	20%
• Update Digital Marketing manual	20%
• Analyze data including Key Performance Indicators and make data-informed decisions to improve marketing strategies	15%
 <u>Additional Duties</u>	 20%
• Actively participate in one-on-one meetings and team meetings	
• Staff Neighborhood Housing and External Relations events (Housing Fair, State Fair, Summerfest, etc.)	
• Special projects and other duties as assigned	

Qualifications & Education Requirements:

- UWM Student enrolled in a minimum of 3 credits and maintain a 2.5 or higher semester and cumulative GPA
- Must live near UWM's Kenwood campus and have renting experience or complete the Preferred Tenant Program
- Must be able to prioritize this job if holding more than one employment position, school is only exception.
- Utilize Adobe and Office 365 programs (Microsoft Word, Excel, Sharepoint, Onedrive, Onenote, Teams, etc.)

Preferred Qualifications & Skills:

- Eligible for Federal Work Study.
- Experience with Wordpress or other website editing program
- Possess excellent written and interpersonal communications skills
- Ability and interest in taking initiative and independently solve problems within the scope role
- Strong organizational skills and the ability to exercise discretion and maintain confidentiality

Compensation & Evaluation:

The starting wage for this position is \$12.00/hour. This is determined with consideration of university guidance and comparable positions across campus. Employees will be evaluated quarterly using mid-semester and end of semester evaluations to promote growth. Employees will be considered for a merit increase for each 12 months completed in the role in accordance with University Relations Student Employment guidelines. For reference, the Student Employee Manual can be found at uwm.edu/hr/student-employees/

Department: External Relations/Neighborhood Housing
Supervisor Name: Alyssa Conrardy
Supervisor Phone/Email: 414-229-6999/nho-supervisor@uwm.edu
Student's Length of Employment: Must commit to a minimum of one semester