

Video & Digital Marketing Intern



The University of
Texas System

Department:	Office of Talent & Innovation
Institution:	The University of Texas System Administration
Location:	In-person at 210 W. 7th Street, Austin NOTE: In-person means the intern is expected to live in the city where the office is located. Schedule may be hybrid with some days work from home and some days on-site.
No. of Openings:	1
Hours per Week:	40
Work Schedule:	Negotiable, Monday - Friday, 8AM - 5PM
Compensation:	\$18 hour
Orientation:	May 30 & 31, 2024
Start Date:	June 3, 2024
End Date:	August 9, 2024
Housing:	In-person interns and law clerks are responsible for their own housing Housing at UT Austin is available for those on-site in Austin; rates to be provided
Required for Application:	Resume & Cover Letter
FLSA Status:	Non-Exempt
Benefits Eligible:	No

About UT System

Established by the Texas Constitution in 1876, The University of Texas System consists of nine academic and five health institutions. [The University of Texas System Administration](#) is based in Austin, TX and is responsible for the central management and coordination of the fourteen institutions.

About the Office of Talent & Innovation

The UT System [Office of Talent and Innovation](#) seeks to maximize the value of human capital and innovation by connecting talent, new ideas, and opportunity. We are dedicated partners focused on maximizing the value of human capital in alignment with the values and initiatives of UT System. We are committed to delivering quality customer service and encourage innovation to support and optimize the goals of UT System.

About the Internship

The University of Texas System Internship (UTSI) is a paid 10-week program that dovetails project-based work experience with a robust [professional development program](#), mentoring and opportunities for self-reflection.

[More Information](#)

Program Goals

- Contribute to UT student career development & success through real work experience
- Develop collaboration skills for a diverse, multi-generational workforce
- Offer hands-on experience in the student's field/function of study
- Provide a safe learning environment for professional development

Learning Objectives

Students will have the opportunity to develop their skills in (1) public speaking, (2) business writing, (3) interpersonal communication & emotional intelligence, (4) project management, (5) networking and (6) and (6) video, design and digital marketing as well as (7) enhance their understanding of the field of higher education.

Position Description

The Video & Digital Marketing Intern will:

- Collaborate cross-functionally with the Talent & Innovation team as well as the External Relations team to understand potential video and digital marketing needs, program brands, UTS brand standards and available resources
- Assist the Talent & Innovation team in identifying marketing opportunities within their portfolio of programs
- Produce, create, edit and implement video and other digital marketing materials for dissemination on social media, email newsletters and Sharepoint sites
- Assist in updating and maintaining Talent & Innovation SharePoint sites
- Collaborate with the Talent & Innovation Special Events Intern to promote opportunities within UTSI to participants, film and take pictures for use in the UTSI and other programs
- Create a system for storing footage and photos
- Manage at least one project from start to finish

Qualifications

- Currently enrolled as an undergraduate at one of the [14 UT System institutions](#)
- Majoring in Radio, Television and Film, Communications, Public Relations, Journalism or other relevant field.
- Experience creating video content

Knowledge, Skills & Abilities

- Excellent writing, grammar and proofreading skills
- Excellent communications and interpersonal skills
- Ability to embrace and adapt to change, takes initiative, and showcases curiosity
- Ability to think creatively and objectively
- Ability to stay on task with minimal supervision
- Detail-oriented and proactive attitude

Working Conditions

Work is performed in an office environment. Uses personal computer and other standard office equipment. Intern must provide personal computer and have access to reliable internet and video editing software.

How to Apply

Apply online at: https://utsystemck.gov1.qualtrics.com/jfe/form/SV_8xiZtbCXnT3KXs

Additional Requirements

- **Professional Development Program (PDP):** PDP sessions take place every Tuesday from 1-2:30PM CT. PDP sessions are *MANDATORY*. Students who will be taking classes or have other work/academic obligations at this time during the program dates should not apply.
- **Residency:** ALL interns & law clerks, including those working remotely, **must reside in the state of Texas** for the duration of the program.
- **Intern & Law Clerk Summit:** ALL interns and law clerks must be available to attend an in person Summit in Austin July 30 & 31. (Transportation and accommodations are provided by UT System.)

This position is security sensitive and subject to Texas Education Code 51.215, which authorizes the employer to obtain criminal history record information.

Equal Opportunity/Affirmative Action

The University of Texas System Administration is an Equal Opportunity/ Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, veteran status or sexual orientation. Reasonable disability accommodation may be requested by contacting the [Office of Talent and Innovation](#).

Please direct questions to UTSI@utsystem.edu.