Internship Job Description

**Internship Title:** Marketing Research Internship – *Illinois Issues* magazine

**Date Submitted:** March 2014

**Time Period:** Summer Semester / Fall Semester

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*Illinois Issues* magazine and *Center Publications:*

*Illinois Issues* magazine and *Center Publications* is housed in the Center for State Policy and Leadership and is a non-profit organization publishing a magazine (10 issues per year), books, and other special publications like the *Roster of State Government Officials.* The mission of the magazine is dedicated to providing provocative analysis of public policy in Illinois with a special focus on topics such as: the environment, education, child welfare, diversity, agriculture, and healthcare. The magazine examines politics and legislative issues while engaging the reader in dialogue to help expand and improve the state’s quality of life.

This past year the office of *Illinois Issues* entered into a strategic planning process and under the direction of a new Executive Editor, the office will begin the implementation process.

**Marketing Research Internship:**

The office of *Illinois Issues* is seeking a *Marketing Research Intern.* This internship is unpaid but will offer real “hands-on” experience in data mining, prospecting and establishing new industry leads to expand the circulation and underwriting partnerships. The internship is designed for one semester at a time; however it can be extended over multiple semesters depending on the availability of the student.

This intern will work under the direction of the Associate Director of Marketing and Circulation and have the opportunity to work with a team of professionals in the publishing industry. Examples of project topics include:

**Specific projects**

- Researching business and association websites for potential partners.
- Developing target partnerships: environmental, health/healthcare, social welfare/diversity, legal, and others that have a public policy/political liason
- Expanding the article/story index which breaks story topics into categories and data used in marketing materials
- Data-mining to expand the customer relations management database
- Assisting in marketing plans and advertising strategies
- Helping with special events (Hall of Fame awards ceremony, held Oct/Nov yearly)

**Skills necessary:**

- Experience with Publisher, Quark, and other publishing software
- Experience with Outlook, Word, and Excel
- A creative-thinking individual – ability to brain-storm and “dig” for information
- Ability to commit to a working schedule of at least 8 hours a week (more if possible)
- Desire to learn and work on a team
- Willingness to work independently

**Application Process:**

Please send a resume and cover letter describing your educational goals and how working at *Illinois Issues* magazine will help you learn transferable skills to take with you into the professional world. Describe the experiences you will bring with you to help the team. (If you don’t have a current resume, contact the UIS Career Development Center for help)

**Send your letter and resume (either electronically or through the mail) to:**

Rachel Lattimore  
Associate Director of Marketing & Circulation  
Illinois Issues Magazine  
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