Internship Job Description

Internship Title: Marketing/Designer Internship – Illinois Issues magazine
Date Submitted: March 2014
Time Period: Summer Semester / Fall Semester

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 nonprofit 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/Designer Internship:
The office of Illinois Issues is seeking a Marketing/Designer Intern. This internship is unpaid but will offer real “hands on” experience in media planning and marketing plans. 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
• Assisting in marketing strategies for the 40th anniversary media campaign
• Developing design elements for marketing materials (ads, posters, flyers, and collateral material)
• Transferring data analysis (finding themes from feature stories) into marketing opportunities
• Designing branding concepts that will “fit” in partner and trade publications
• Assist with special event materials (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 brainstorm ideas
• 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 that 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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