

UC Warhawk Alley Marketing & Events Intern

Department: James R. Connor University Center

Reports To: University Center Information Services/Warhawk Alley Coordinator

Hours per week: Approximately 15-20 hours weekly. Nights and weekends required to work special events

Starting Wage: \$9.25 per hour

High Impact Practice – By incorporating classroom learning into hands-on work experiences as well as providing supervision and coaching, students gain the necessary tools to grow and contribute as professionals. This engagement leads to increased rates of retention, graduation, and job placement.

Position Summary

The Warhawk Alley Marketing & Events Intern will be responsible for strategic marketing initiatives, as well as evaluation of strategies employed for Warhawk Alley sponsored events, specials and promotions. The Marketing & Events Intern is stationed as a front desk attendant and is expected to be knowledgeable in all functions of Warhawk Alley. They provide strong customer service by always putting customers' immediate needs first and continuously improving and promoting events and services. The Marketing & Events Intern ensures events are enjoyable and quality experiences for customers, while achieving goals set for the event. This position requires marketing leadership skills including, communication, problem-solving, critical thinking and creativity. The Warhawk Alley Marketing & Events Intern reports directly to the Warhawk Alley Graduate Assistant and the Warhawk Alley Coordinator.

Tasks (and Corresponding LEAP Essential Learning Outcomes)

Intellectual and Practical Skills

- Assists in setting marketing objectives and tracking for tournaments and events. This includes setting participant goals, prize lists and monitoring event expenses
- Meets with University Center Graphics & Marketing Coordinator to understand all digital marketing efforts including campus advertisements, Google analytics, search engine optimization, online ads and social media platforms
- Review sWarhawk Alley 2018-19 Integrated Marketing Plan to gather understanding of annual goals and initiatives
- Creates targeted marketing emails, list-serv messages and Facebook posts to groups
- Completes tasks as assigned by Warhawk Alley Graduate Assistant and Coordinator
- Demonstrates good time management by arriving to work, programs, and meetings on time

Personal and Social Responsibility

- Works with UC Graphics and Marketing photographer and videographer at events to execute promotional initiatives
- Participates in weekly program meetings to discuss and track progress
- Provides regular updates to staff at monthly staff meetings and trainings. Encourages and educates Warhawk Alley staff to promote events and program initiatives
- Attends Student Marketing Committee led by UC Graphics & Marketing Coordinator
- Lives the UC brand image through the 6 Keys of Exceptional Customer Service
 - *Smile and Greet, Appearance, Competence/Knowledge, Communication, Go the Extra Mile, Say "Thank You" and "You're Welcome"*

Integrative and Applied Learning

- Responsible for creating, executing and evaluating marketing strategies to drive sales revenue through leagues, tournaments, trivia nights and special events
- Maintains and updates social media accounts regularly to promote events and programs
- Creates surveys for each event to evaluate success of program
- Analyzes data through Steltronic, Qualtrics surveys and Blackboard sales data to research target audience and customer demographics
- Contributes to Fall 2019 tournament and event lineup planning by utilizing semester experience, customer feedback and survey data
- Responsible for SOAR table marketing proposal and plan by end of April 2019
- Works with Graduate Assistant and Coordinators to order marketing graphics
- Evaluates, updates, and implements current office procedures

Knowledge of Human Cultures and the Physical and Natural World

- Develops and conduct scustomer satisfaction and needs assessments on an annual basis
- Ensures satisfactory customer service and physical environment through adequate custodial care and maintenance of existing physical facilities and equipment, adequate inventory of supplies, and through renovations as scheduled
- Works collaboratively with UC departments

Minimum Qualifications

- Must be a registered UW-Whitewater student and enrolled at least half-time
- Must have at least one semester of employment at Warhawk Alley to be considered for this position
- Completed Marketing 311
- Must be enrolled in Marketing 493-Internship in Marketing
- Must maintain an overall GPA of 2.5

Work Study and Regular Pay candidates will be considered.

UW-Whitewater is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified UW-Whitewater students apply. Per Human Resources, this position will be an active participant in following applicable safety sules and regulations including necessary training and drills.

Contact Information

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