

Position title

IU School of Nursing recruiting and outreach internship

Summary of position

An intern at the IU School of Nursing will work with (and under the guidance of) the recruitment and outreach coordinator to further the mission and vision of the School through focused marketing/recruiting projects and assignments.

A student in this position can expect to interact with IU School of Nursing students as well as faculty and staff from the development office, academic departments, alumni affairs, dean's office, and center for academic affairs. Outside of the school, an intern can expect to interact with Indianapolis media, donors, alumni, potential students, friends of the school, and colleagues in other schools at IUPUI as well as nursing colleagues across the state.

Position description

- Write for print and electronic publications that reach recruits (both faculty and student), current students, faculty and staff, alumni, donors, and friends of the school (legislators, other units on campus, Board of Advisors, etc.)
- Create and manage strategic recruiting projects targeted to specific student populations
- Write and post on the school's social media outlets; to include – website home page updates, Flip Camera videos, blogging, faculty and staff profiles, and Facebook and Twitter updates
- Write press releases and short news stories – some for posting on the web and others for our e-newsletter
- Arrange and manage photo shoots
- Write and update brochures for academic programs
- Attend recruiting events with the marketing and recruitment coordinator and assist with recruiting activities and projects

Position qualifications

- Junior or senior in undergraduate studies related to marketing, communications, public relations, journalism, etc.
- Strong written and verbal communications skills
- Highly organized, independent, resourceful, and able to manage multiple projects simultaneously, completing them by set deadlines
- Ability to employ great interpersonal skills in order to work with a variety of personalities
- Attention to detail and ability to thoroughly follow-up when problem solving
- Knowledge of basic social media skills

Outcomes

A candidate for this internship can expect to:

- Generate a collection of materials to add to his or her professional portfolio
- Be treated with respect for the knowledge and experience he or she brings to the internship
- Gain experience managing projects, dealing with clients, and handling administrative expectations
- Work independently in a strong mentoring and teambased environment
- Teach others as much as he or she will learn

One position will be available for the fall 2016 (Aug-Dec, 2016) and spring 2017 (Jan-May, 2017) academic semesters.

Please submit up to **three** writing samples and apply online to:

Sally Krause, Recruiting and Outreach Coordinator,
Indiana University School of Nursing
skrause@iupui.edu