



POSITION VACANCY: COMMUNICATIONS SPECIALIST (Student Hourly Position)

We are seeking a creative and enthusiastic student staff member to join the Wei LAB team and tell our story! The Communications Specialist will assist the Wei LAB Communications Team in generating education-related digital and traditional media content. The candidate will enhance, maintain and promote the Wei LAB's mission and professional presence.

Responsibilities:

- Assist with the development and execution of integrated marketing communications campaigns to reach target audiences and obtain desired results using appropriate channels (e-mail, print, web, social media, etc.)
- Conceptualize, design and produce infographics and other graphic elements to help explain Wei LAB research findings to the public audience
- Generate content for social media channels and manage presence on social media platforms
- Assist with content idea generation and maintaining editorial content calendar
- Write and edit news stories, blog posts and promotional materials
- Design and distribute e-newsletters in MailChimp and maintain subscriber lists
- Maintain and create content for the Wei LAB website
- Other duties as assigned

Requirements:

- Must be currently enrolled at UW-Madison in good standing
- Journalism and Strategic Communication majors strongly encouraged to apply

Desired Qualifications/Skills:

- Demonstrated excellence in verbal and written communication
- Knowledge of basic design principles & composition
- Firm grasp of available tools/platforms and demonstrated ability in the social media space
- Demonstrated ability to work independently within deadlines and with limited supervision
- Ability to process and implement creative and constructive feedback
- Experience building and maintaining web sites using WordPress CMS
- Familiarity with Adobe Creative Suite and knowledge of HTML
- Strong writing and editing skills, with knowledge of higher education and issues related to equity & inclusion

The applicant will be expected to work between 10-20 hours per week. This is an academic year position, with flexibility to extend the appointment beyond a year. Hourly rate: \$8-12/hr, depending on qualifications.

Anticipated start date: March 1, 2018



About Us:

Wisconsin's Equity and Inclusion Laboratory (Wei LAB) conducts research on topics related to equity, diversity, and inclusion in education, with a specific focus on higher education. The mission of the LAB is to design, conduct, and share research that informs policymakers, practitioners, and citizens on how best to promote diverse and inclusive learning and work environments.

How To Apply:

Please submit a PDF resume and cover letter to Kayla Gross, Special Projects Manager, at kgross2@wisc.edu. Please direct any questions to Kayla at the e-mail above. Applications will be accepted on a rolling basis until the position has been filled.