

Marketing Intern for the Critical Languages Program:

Job Title: Undergraduate Marketing Student Intern

Program: Critical Languages Program, College of Humanities

Duration: Spring 2024 Semester

Program Overview: What is the Critical Languages Program? The Critical Languages Program is an academic program that provides foreign language courses for less commonly taught languages. Classes are offered in small group sessions taught by an instructional team with a tutor and an examiner. Current languages offered can be found at <https://clp.arizona.edu/> and more can be offered on demand.

Position Overview:

The Critical Languages Program Marketing Student Intern will play a vital role in promoting our Critical Languages Program (CLP) at the University of Arizona. This program is a gem and one of the best kept secrets of the university. This internship provides an opportunity to gain hands-on experience in marketing while contributing to the growth and success of our language program. Student earns three credits during the internship for 120 hours.

Key Responsibilities:

1. **Learn with New Mentors:** Met regularly with Critical Languages Program Co-Directors and staff to learn and understand CLP program initiatives and goals for marketing strategies. Receive frequent feedback on work and progress.
2. **Content Creation:** Develop engaging and creative content for various marketing channels, including social media, blog posts, and email campaigns, to raise awareness of the Critical Languages Program. **Social Media Management:** Manage and curate content for our program's social media accounts. Plan and execute social media campaigns to increase program visibility and engagement. Identify new social media outlets.
3. **Market Research:** Conduct research on target demographics to identify opportunities for program expansion and improvement. Preference for low-cost, maximum impact strategies.
4. **Event Promotion:** Assist in organizing and promoting local events related to the CLP, such as language workshops, cultural events, and information sessions.
5. **Graphic Design:** Create visually appealing promotional materials using graphic design tools or software.
6. **Collaboration:** Collaborate with program coordinators and faculty to gather information and insights to inform marketing strategies.
7. **Planning:** Create an action plan for the future marketing initiatives with an annual timeline.

Intern must be a self-starter but we will guide and support you every step of the way. Ideally at least two hours per week will be spent working in the CLP office, which is in Babcock Hall, Suite 3312, 1717 E. Speedway Blvd.

Benefits:

- Hands-on experience in marketing for a unique academic program.
- Opportunity to build a portfolio of marketing materials and campaigns.
- Networking opportunities with program coordinators, faculty, and industry professionals.
- Insights into the world of higher education and language education.
- Potential for future recommendations and references.
- Enrollment in internship credit (such as PAH 493, or your major's/minor's internship course).

Qualifications:

- Currently enrolled as an undergraduate student at the University of Arizona, majoring/minoring in Humanities, marketing, communications, public relations, or a related field.
- Creative mindset and the ability to think outside the box.
- Familiarity with social media platforms and content creation.
- Basic graphic design skills (e.g., Canva, Adobe Creative Suite) preferred but not required.
- Enthusiasm for languages and cultural diversity is a plus.
- Self-motivated and willing to ask for help when direction is needed.

How to Apply:

Interested candidates should apply via Handshake and submit their resume, a brief letter sharing their interest in the position and relevant skills, and the name and email of one recent professional reference (e.g. supervisors, professors, or professional mentors are acceptable).