



## **Krulfeld Marketing and Communications Internship (One-Year Paid)**

Reports to: Director of Marketing and Communications

Time Requirements: 10 hours per work week, some evenings, and weekends for 50 weeks

### **Overview**

The Marketing and Communications intern will support the Marketing and Communications team with the multi-channel (online, email, social, video, text, broadcast, and print) communication efforts across the Virginia Athletics Foundation (VAF) from concept through execution. A successful intern candidate will support the marketing and communications process, including planning, implementation, research, and measurement.

### **Position Requirements**

- Marketing Support: Assist the team in creating, implementing, and measuring the annual comprehensive marketing and communications plan that aligns to VAF and UVA athletics goals.
- Content Development: Work with the team to support key communications materials such as video, graphics, and copy.
- Messaging: Support the VAF in its efforts to communicate with donors and prospects.
- Editorial: Write content, proofread and fact-check a variety of communications materials.
- Passionate about athletics and interested in pursuing a career in the field.

### **Qualifications**

- Demonstrated skills and interest in copy writing, design and execution of marketing, communications, and social media
- Strong creative, strategic, analytical, organizational, and interpersonal skills
- Enjoys being part of a teamwork approach environment
- Computer knowledge and skills, including Microsoft Office, video, and audio applications
- Familiarity with design tools (Photoshop, Illustrator, InDesign, and Premiere Pro) as well as Google Analytics, Facebook ads, and other social media platforms
- Excellent organizational skills and ability to manage multiple tasks simultaneously
- Self-starting/self-management and initiative
- Currently enrolled student at the University of Virginia in good academic standing
- Availability to commit to a full calendar year internship at +/- 10 hours per week

To apply, please submit a cover letter and resume to Nicki Deuel, Director of Marketing and Communications, Virginia Athletics Foundation [tav9rs@virginia.edu](mailto:tav9rs@virginia.edu).