



## Internship Position Description Marketing and Business Development

Total hours: 10-15 hours/week

Rate of pay: TBD (either hourly or scholarship)

Direct supervisor: Leah Kuan, senior manager of marketing and business development

Internship director: Jaynelle Ramon, senior manager of digital content and strategy

### Position Description:

A student interested in becoming a marketing and business development intern at the UAAA for a total of 10-15 hours of a week during a given semester. They will receive direction from the senior manager of marketing and business development to assist with any and all marketing programs and business development programs. They will experience working within a team and working with multiple UAAA staff members and clients, learning business acumen and marketing strategy. Student responsibilities vary during the course of the semester to include:

- Assist with sponsorship activation and fulfillment
- Research potential business development opportunities to drive revenue for UAAA
- Assist with developing business development proposals for partnership meetings
- Assist with creating activation documents and communications for clients and sponsors
- Work on UAAA marketing projects to maintain consistent and uniform messaging
- Work on fun and creative marketing projects to drive engagement participation with students and UA alums
- Assist with administrative projects as necessary
- Work UAAA special events such as Homecoming, Grad Fest, UA golf tournaments, etc.

### Other duties:

- The Alumni Association is a very collaborative organization so there may be times that work on other programs is needed as well.
- The intern will be required to attend regular internship meetings. The intern will also be required to present an overview and results of their work during the semester at a designated intern/staff meeting.
- The intern will meet with the president and executive director of the Alumni Association periodically to discuss their experience.
- The intern will take part in a mock interview and resume review with a UAAA or Career Services staff member.

**Required Qualifications:**

- A current sophomore, junior or senior in the marketing, communications or Eller Business programs
- Experience working with Microsoft Office, Photoshop and InDesign
- Knowledgeable of on-campus events and UA history, traditions and sports
- Minimum GPA of 3.0
- Flexible schedule (outside of class and/or work commitments)
- Adaptable and able to work in a team setting

**Preferred Qualifications:**

- Excellent communication and writing skills
- Active on campus

**Please submit resume and examples of work online at [arizonaalumni.com/internship](http://arizonaalumni.com/internship)**