

INDEPENDENT LIVING JOURNALISM INTERNSHIP

7/04/09

2009 Job Summary:	Establishes long-range goals, objectives, strategies, and assumes a leadership role in initiating and implementing marketing and communication projects.
Responsibilities:	<ul style="list-style-type: none"> • Plans and directs the development and communication of information designed to keep the public informed of the organization's programs, accomplishments, and point of view. • Exercises discretion in determining content of written copy. • Other duties may include creating ideas, laying out, art work, contacting media representatives and representing the institution directly before the general public. • May include developing content for websites.
Reports to:	Department or Program Head
Qualifications:	Requires a Bachelor's degree in English, Journalism, or related field and four years of related experience. Proficiency with personal computing environment, database management, and online publishing desired.

2009 Benchmark Job Group:	4-Public Information/Communications
2009 Benchmark Title:	WEB CONTENT SPECIALIST (Web Information Specialist)
2009 Job Summary:	Responsible for writing, developing, editing and maintaining website content to keep the public informed of the organization's programs, accomplishments and point of view. Responsible for managing/performing website editorial activities including gathering and researching information that enhances the value of the site. Locates, negotiates, and pursues content.
Responsibilities:	<ul style="list-style-type: none"> • Researches, writes, edits, proofreads and copyedits a variety of documents. • Plans and sets up stories, features, information or data for online dissemination. Interviews sources with

	professionalism and tact. • May seek out content users to gather feedback for website improvement and enhancements.
Reports to:	Department Chair or Computing Manager
Qualifications:	Typically requires a BA (MA preferred) in English, Journalism, Communications, or related field and two years experience. Requires experience in production management, web page design, HTML, and web graphics types and standards.

2009 Benchmark Job Group:	4-Public Inf
Coordinates the production, dissemination, and presentation of information to the public.	
Responsibilities:	<ul style="list-style-type: none"> • Participates in writing and editing public information assignments. • Writes, drafts, and edits standard communication material. • Gathers information and writes drafts of newsletters, brochures, publicity releases, proposals, speeches, and memoranda. • Assists in preparing layouts and paste-ups. • Participates in photographic duties. • Performs basic Web development activities in publishing material.
Reports to:	Department or Program Head
Qualifications:	Requires a Bachelor's degree in English, Journalism, Communication, or related field and six months of related experience. Knowledge of personal computing environment, database management, and online publishing desired.

2009 Benchmark Job Group:	4-Public Information/Communications
2009 Benchmark Title:	PUBLICATIONS COORDINATOR

2009 Job Summary:	Manages all aspects of communication projects for University clients, including writing, editing, design, production, marketing, and distribution.		
Responsibilities:	<ul style="list-style-type: none"> • Participates in meetings with academic and administrative staff to develop communication objectives and to define target audiences. • May contribute to the development of publication content (i.e. text or graphics). • Plans, directs, and coordinates the publication process. • Tracks budgetary milestones of each project. • Acts as client liaison with outside graphic design companies, advertising agencies, and/or publishers. • Reviews and corrects proofs. • Ensures project adheres to copyright laws. 		
Reports to:	Assistant Director of Publications		
Qualifications:	A Bachelor's degree in Communications, English, Journalism, or related field and one year's experience preparing materials for publication. Project management experience, graphic design and web development skills desirable.		

2009 Benchmark Job Group:	4-Public
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Send the following materials via email to ilhi4220@aol.com

- **Cover letter indicating relevant experience and qualifications**
- **Resume**
- **Three references**