The Marketing Department at the School of Continuing Education is seeking an outgoing, self-motivated, hard-working UWM student with good writing, editing and proofreading skills. This fast-paced department serves the school’s programming areas by providing marketing strategy, campaign planning, PR, special event coordination, and design and production of print and electronic communication promoting the School’s 1,500 annual noncredit, select credit and certificate programs. The School of Continuing Education is located in the Plankinton Building at 161 W. Wisconsin Ave., in downtown Milwaukee.

**Job Responsibilities**

- Proofread various brochures, catalogs, emails and web copy
- Help ensure that the SCE website content remains current, salient and visible, including researching and writing feature articles for the homepage
- Prepare succinct e-marketing email copy for various program areas based on SCE standards
- Write transcripts for testimonial videos of course participants/instructors
- Assist with the coordination and follow-up of photo/video shoots
- Research, write and edit “quotes” from class/program evaluation forms, and build and maintain an organized archive
- Create and maintain additional digital archive libraries as needed
- Support creation and implementation of public/media relations initiatives (e.g. Arrange for SCE to be listed as a continuing education provider for TeachtownMKE.com)
- Research and update media distribution lists – including email addresses
- Assist with School-wide promotion as needed, including but not limited to: the coordination and operation of special events, researching facts and figures, reinstating an internal eNewsletter
- Interact with a variety of individuals in a collaborative and effective manner to complete projects
- Other projects and tasks as assigned, including help with mass mailings and database contact research and entry

**Experience and Skills**

Must have:

- Good writing/editing/proofreading skills to develop highly effective communications
- Basic public relations knowledge
- Creative copywriting capabilities
- Good customer service and verbal communication skills
- Demonstrated organizational ability to handle multiple projects and meet deadlines
- Interpersonal skills needed to interview and work with a diverse group of people having a broad variety of individual areas of interest and expertise
- Motivation and ability to work within a cooperative, self-directed, fast-paced workgroup
- Willingness to learn and perform a wide and changing variety of tasks
- Working knowledge of Microsoft Word
Other desirable experience and skills:
- Web-based editing skills, along with Access and Excel software familiarity preferred, but not required
- Knowledge of marketing and/or media relations principles
- Familiarity with Associated Press style a plus
- Working toward a degree in public relations, journalism, communication or similar field

**Pay Rate & Hours**
- Approximately 20 hours per week as determined by department workload
- $9/hour
- Work study is accepted

If interested, please submit a cover letter, resume and three writing samples to:

Alyssa Schoenwaelder, Marketing Copywriter
UWM School of Continuing Education
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alyssas@uwm.edu

sce.uwm.edu