

POSITION DESCRIPTION
Graphic Design Intern
Academic and Career Advising Center (ACAC)
University of Wisconsin–Stevens Point

Accountability:

Reports to the ACAC Assistant Director for Career Services and provides primary graphic design and marketing support to the Career Specialist team as well as other departmental needs.

Scope of Responsibility:

The Graphic Design Intern is responsible for designing art and layouts for all multichannel marketing initiatives. In addition, the position helps develop overall marketing plans and design concepts for various events, campaigns and promotions. Project plans and details will determine the print, electronic and additional deliverables needed for each specific effort.

Specific Duties:

Graphic Design Intern duties

- Meets with designated project leads to plan, conceptualize, and coordinate marketing strategies and tactics
- Plans and develops design concepts based on individual project details and ensure project deadlines are tracked and met
- Illustrates concepts by designing draft layouts of art and copy including arrangement, overall style and aesthetics, font size and type
- Maintains consistency and adheres to university branding guidelines as outlined by University Communications and Marketing
- Obtains approval of draft designs by designated project leads
- Edits, revises and translates drafts into final designs and creates all multichannel deliverables as determined by marketing plans and project details
- Notifies designated project leads of completion
- Archives work and maintains marketing analytics

Administrative Duties

- Attends weekly staff meetings as requested
- Creates and maintains consistent work schedule by the first week of each semester
- Completes and submits all personnel information as required by deadlines, including timecards and schedule changes
- Maintains professionalism within workspaces
- Participates in departmental initiatives, events, and activities as requested

Skills/Requirements:

- Requires a functional understanding of design theory and principles; preference will be given to graphic design majors who have completed Art 211–Design Production 1 and Art 206/207–Typography; however, applicants with a passion for graphic design who possess basic technical graphic design skills is encouraged to apply
- Requires knowledge and ability to utilize Mac and PC based design software, including, but not limited to the full Adobe Creative Suite
- Must have ability to work individually as well as in a team environment, and must work efficiently under firm deadlines
- Must interpret art direction, guidelines and freely accept feedback and criticism
- Must have excellent creativity and attention to detail, be highly organized and process driven

Qualifications and Compensation:

Qualifications

To qualify for this internship, applicants must be enrolled in at least twelve undergraduate credits per semester, be in good academic standing with the University, and maintain a 3.5 in-major GPA. The position requires the ability to work approximately 10 hours per week during the semester. Winterim hours may also be available but are not guaranteed. Majority of scheduled hours will fall between 8 a.m. and 4:30 p.m. (Monday through Friday) with occasional evening hours as needed. This position offers some flexibility for remote work. **Note: This position can qualify for internship or experiential learning credit.**

Compensation

\$10 per hour - This Internship position is partially funded through the UWSP *Pathways Internship Program*

Student Learning/Internship Outcomes:

Within this position, the intern will:

- Develop time management and organizational skills to complete projects by established deadlines within a professional setting
- Gain practical graphic design experience
- Gain practical marketing experience
- Create two professional goals (in collaboration with supervisor) to support individual career pursuits

The Academic and Career Advising Center invites all students regardless of age, color, national origin, citizenship status, physical or mental ability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, public assistance status, or veteran status to apply.

Revised: 3/20