Undergraduate Internship Job Description
Marketing Intern (updated 12/08/18)

Overview of Organization
Established in 2003 with a gift from the Virginia G. Piper Charitable Trust, the Virginia G. Piper Center for Creative Writing is a non-academic university center dedicated to offering talks, readings, classes, workshops, and other literary events and programs for the larger community. In addition, the Center also has a rich history of partnering with the Creative Writing Program at Arizona State University to provide scholarships, fellowships, and other opportunities for educational enrichment and support.

Goal of Internship
Generally speaking, the Virginia G. Piper Center for Creative Writing seeks to provide interns with a safe, structured, and supported space in which the student can familiarize themselves with the inner workings of a non-profit literary organization, the publishing industry, and the landscape of contemporary literature as a whole.

Through a combination of research, independent tasks, and collaborative projects, the internship will seek to equip the student with the professional skills and experiences they need to begin pursuing their career in literature, publishing, or non-profit arts and culture administration.

For this particular internship, the Piper Center seeks to provide interns with a comprehensive introduction to the various tasks, processes, responsibilities and systems entailed within marketing and outreach, including but not limited to websites, social media, newsletters, outreach, advertising, graphic design, programs, and more.

Overview of Internship
The intern will work under the direct supervision of the Marketing and Outreach Specialist (with additional guidance and support from other Piper Center staff members as necessary) to execute various tasks related to administration, data entry and management, marketing and outreach, programming, project management, and other aspects of the organization.

General Responsibilities
While specific projects and tasks will be tailored to the individual’s particular experiences, backgrounds, interests, and goals, the following areas of responsibility present a realistic picture of the marketing and outreach internship:

• **General Marketing Assistance:** Assist in the development, production, and scheduling of marketing content and campaigns for the Piper Center’s website, social media presence, newsletter lists, and other platforms to promote and showcase Piper Center
programs and initiatives

- **Social Media**: Engage with community members, peer organizations, and other individuals on social media platforms
- **Selected Program Assistance**: Assist in the planning, administration, coordination, evaluation, reporting, and overall management of selected Piper Center programs
- **Professional Communications**: Draft and disseminate professional correspondence, press releases, and other marketing collateral for general and targeted outreach to various communities
- **Outreach**: Identify, maintain, and update contact lists for various communities across they city, state, region, and country
- **Research**: Conduct and present research for various marketing and outreach initiatives within the Piper Center
- **Data Entry**: Gathering, analyzing, and presenting data on various marketing platforms and strategies in order to evaluate current processes and inform future decision making
- **Graphic Design**: Assist in the development and production of high quality, professional graphics and other visual content for Piper Center programs
- **Event Staffing**: Providing on-site staff support for talks, readings, classes, workshops, conferences, direct events, and other Piper Center programs as requested and necessary
- **Professional Experience**: Observing staff meetings, debriefings, and other professional experiences
- **General Assistance**: Assisting in other tasks around the office as necessary

Potential research projects include: expanding and developing national contact lists within the literary field; developing an advanced reader copy program for the Center; creating a resource page for local community members; and assembling a calendar of literary events.

As part of their internship, interns will be entitled to participate in two Piper Writers Studio classes of their choice and the Desert Nights, Rising Stars Writers Conference for free. Interns may also have the opportunity to learn technological skills in Microsoft Office Suite, Adobe Suite, Salesforce, and Drupal.

A more formal curriculum will be identified and developed at the beginning of the internship (see appendix A)

**Minimum Qualifications**
Interns with the Virginia G. Piper Center for Creative Writing must:

- Be current undergraduate students at Arizona State University
- Possess excellent verbal and written communication skills
• Possess strong organizational skills and the ability to multitask
• Be able to work independently and in team environments
• Have a passion for creative writing and contemporary literature

Desired Qualifications
The ideal candidate will also:

• Be a third or fourth year undergraduate student
• Major in creative writing, English, Marketing, or another related field
• Have formal experience with other creative writing or literary arts related clubs or organizations within or beyond ASU
  o E.g. serving as an officer or editor within a student club or literary magazine, completing other internships through literary journals like Superstition Review or Hayden's Ferry Review.
• Actively participate within the larger creative writing community

Additional experience in customer service, professional work environments, Microsoft Office Suite, Adobe Suite, photography, video, and website development is also helpful. Bilingual English-Spanish is a plus.

Students of all majors, disciplines, and fields are welcome to apply

Time Commitment & Location
Interns should expect to spend between five and ten hours a week executing their responsibilities. Although hours are flexible, the Intern will have designated hours within the Piper Writers House.

Duration
Although internships last one semester, interns are expected to renew their internship and continue for a second semester into Spring 2021.

Compensation
This is an unpaid internship, interns will receive academic credit through Arizona State University’s established processes.

Application
To apply, please e-mail a cover letter and resume to Piper Center Marketing and Outreach Specialist Jake Friedman at jake.friedman@asu.edu. Applicants will be contacted for interviews at the Piper Center's discretion. Applications will be accepted until the position is filled.

Appendix A: Example Curriculum
Intern Proposal Fall 2017

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<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Telephone Number</th>
<th>E-mail Address</th>
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<tbody>
<tr>
<td>[REDACTED]</td>
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**Semester / Term**

<table>
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<tr>
<th>Effective Start Date</th>
<th>End Date</th>
<th>Office Hours</th>
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<tbody>
<tr>
<td>Fall 2017</td>
<td>12/1/2017</td>
<td>T TH 12pm – 1pm; Weds 10am – 1pm</td>
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**Personal Goals**

[REDACTED]’s personal goals are to advance her writing practice and continue to develop her voice as a young writer, expand her knowledge of the literary field, foster connections and expand programming for undergraduates, and gain teaching experience as she works towards applying for MFA programs over the coming year. [REDACTED] would also like to continue to build upon her professional experiences as a former intern for *Marooned*, *Hayden’s Ferry Review*, *State Press*, and as a current intern for the School of Historical, Philosophical, and Religious Studies.

**Internship Goals**

In order to support [REDACTED] in her personal goals, her internship at the Piper Center will seek to:

- Increase familiarity with publishers, and the national literary field as a whole
- Expose her to facets of contemporary literature to assist in her writing development
- Provide skillsets that create a foundation for her career teaching goals
- A solid foundation of administrative skill-sets and professional experience
  - With a particular focus on: working in an office; professional communications; conducting research; data entry and management; setting priorities, regulating workflow and executing tasks; developing project proposals; and project management

The intern will work independently under the management of the Graduate Assistant, the supervision of the Coordinator, and with other staff members as projects and programs require.

**Intern Responsibilities**

To achieve these goals, [REDACTED] will devote 5 – 10 hours a week over the course of approximately 15 weeks (for a total of 75 - 150 hours) working on the following major projects and tasks.

1. **Advanced Reading Copy List** (est. 40 – 50 hours)
   - [REDACTED] will research and expand the Piper Center’s Advanced Reading Copy list to familiarize her with publishing companies, build professional contacts, and expand the Piper Center’s library for marketing outreach.
2. **Undergraduate Outreach Programming** (est. 40 – 50 hours)
   - [REDACTED] will create and implement a program, or a series of programs to better serve the undergraduate creative writing community, which will assist in developing her project management experience as well as offer her the opportunity to build and strengthen connections between the Piper Center and the ASU undergraduate student body.
3. **Social Media Marketing** (est. 15 – 20 hours)
   a. [REDACTED]’s interest in strengthening her social media marketing skills will allow her
   the opportunity to further develop the Piper Center’s social media presence in working
   closely with the Coordinator, especially Goodreads, Facebook, Twitter, and Instagram
   accounts.

In addition to these projects, [REDACTED] will also:

4. **Assist in planning and executing the Distinguished Visiting Writers Series** (est. 5-10 hours)
5. **Assist in the staffing and quality assurance of classes at the Piper Writers Studio** (est. 5-10
   hours)
6. **Assist in the execution of various office-related and administrative tasks** (as needed)
7. **Facilitate outreach to undergraduate student populations** (as needed)
8. **Attend literary events in the local community** (as desired)

The intern is also entitled to receive assistance reviewing personal and professional writing materials,
which includes but is not limited to: MFA application materials, creative writing (stories, poetry, essays,
reviews), resumes and CVs, and professional websites.

The status of the intern’s project and the internship as a whole will be evaluated halfway through the
semester.

More information regarding these projects and tasks will be provided by the Coordinator at the
appropriate time.

Please contact Piper Center Marketing and Outreach Specialist Jake Friedman at jake.friedman@asu.edu
with any questions.