

UF Information Technology

Internship Title: IT Communications Internship

Department: Customer Experience and Resource Planning

Work Location: Ayers Building – 720 SW 2nd Avenue Gainesville, FL 32601

Brief Description of Internship:

In support of UFIT's communications and outreach needs, the IT Communications intern will bolster a variety of activities to increase understanding of UFIT's services and tools. The intern will interact with students and staff to write drafts of social media content, do photo shoots, develop .GIFs, create scripts, film videos, deliver materials around campus, help with outreach events, and other duties as assigned.

Specific Duties:

- Write script drafts for informational videos and successfully work with UFIT's video production team as needed
- Review services promoted on UFIT channels and draft social media posts
- Create graphics for web, apps, presentations, and social media needs

Hours Per Week: 10 - 12 hours per week

Qualifications Needed:

- Interest in digital communications, prefer applicants who have completed J-School coursework in this area
- Excellent journalistic or persuasive writing style; some knowledge of AP Style is preferred
- Excellent reliability including time management skills
- Strong writing and grammatical skills
- Ability to use Office 365 (Word, Excel, PowerPoint) effectively

Learning Objectives:

- Develop skills related to working in a collaborative "communications shop" modeled after a digital agency
- Learn to apply textbook and classroom experiences to real world environment involving management needs and tight deadlines
- Demonstrate openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences
- Enhance work habits, including time management, punctuality, and personal accountability related to the work and its function in the economy
- Carry out performance objectives (mutually agreed upon by the employer, the UFIT experiential learning supervisor, and the student) related to the practical experience in

their internship