

INTERVARSITY PRESS MARKETING COPYWRITING INTERN Position Description

SUMMARY:

InterVarsity Press's Marketing Copywriting Intern will join the Creative & Customer Engagement (CCE) Team to write and develop compelling copy for print and the web. Supervised by the Content Marketing Copywriter, this intern will work on a wide variety of projects across all platforms and will gain valuable experience in the fields of content marketing and Christian publishing.

POTENTIAL PROJECTS:

- Schedule, develop content, and assist with formatting for email marketing programs
- Research and write author biographies
- Write headlines for ivpress.com web graphics and icons
- Write web copy utilizing SEO for ivpress.com informational and promotional pages
- Develop, research, and write content for various content marketing platforms, such as blogs or podcasts
- Assist with copy for Facebook advertising and social media posts
- Write headlines and short copy for print advertisements and event signage
- Write and format copy for larger projects such as the Book Club Digest, press kits, and catalogs
- Research new areas of marketing, such as mobile marketing, podcasts, SEO, email trends, and digital tools
- Other projects within the larger Sales, Marketing & Creative department as assigned

QUALIFICATIONS:

- Undergraduate student (junior or senior), graduate student, or recent graduate
 - Preferred course of study: marketing, communications, journalism, media communication, or similar field
- Particular interest in writing optimized, compelling marketing copy for various mediums and contexts
- Experience with Microsoft Word and Adobe InDesign
- Interest in learning blog, website, and email marketing interfaces such as Wordpress and MailChimp
- Interest in learning SEO practices
- Strong attention to detail and knowledge of English grammar and spelling
- Ability to manage and prioritize many different projects at once
- Agreement with InterVarsity Christian Fellowship Doctrinal Statement

APPLICATION REQUIREMENTS:

- Read the instructions and complete the IVP Application for Employment at ivpress.com/jobs-and-internships.
- Write "Marketing Copywriting Internship" in the "position" field and attach your resume when prompted.
- Email a cover letter and a letter of recommendation to Stephanie Jewell at sjewell@ivpress.com with the subject line "Marketing Copywriting Internship."
 - Cover letter must include relevant qualifications and interests
 - Letter of recommendation could be from a professor, ministry leader, or employer
- If seeking college or university credit, supply requirements and advisor's name and contact information.
- Summer internship term would begin after May 1, 2018.

This is an unpaid position, expected to work in the InterVarsity Press office in Westmont, Illinois. Hours per week and start and end dates can be discussed with supervisor.