



Editorial Internship Job Description

Title:	Editorial Intern
Department:	Communications
Supervisor:	Director
Category:	Internship (Stipend and/or, if applicable, for credit)
Status/Type:	Temporary

Position Summary:

The Editorial Internship is an exciting opportunity for someone who has an interest in the marketing, communications or writing fields. As an Editorial Intern, you'll work on projects with FinnU's Marketing & Communications team and assist the staff while gaining practical knowledge and experience in a higher education setting. Candidates should be motivated and driven to apply their education and skills, work well with a team and be open to learning a variety of different principles and concepts. The successful candidate will be a vital part of the university's Communications team tasked with telling the story of Finlandia University's students, staff, alumni and community. The most qualified candidates will have experienced writing and editorial skills.

Required Qualifications, Skills and Knowledge:

1. Enrolled in, or recently graduated from, an undergraduate program focused in english, communication, marketing, technical communication, or similar field.
2. Strong copyediting and proofreading skills
3. Training and experience in how to tell a story using words, images, audio and video, and create viral content that intrigues and engages an audience.
4. Demonstrated ability to write clear and effective copy for digital formats.
5. Ability to identify and write to different audience needs
6. Demonstrated ability write and edit in both long- and short-form copy formats
7. Ability to conduct interviews relevant to project including video, audio, and both long- and short-form writing formats
8. General understanding of the Associated Press Style Guide.
9. General understanding of Search Engine Optimization (SEO) best practices and its effect on content development.
10. Social media savvy with an ability to produce engaging content with viral potential.

11. Project management skills to manage editorial schedules and deadlines within corporate and ongoing campaigns.
12. Demonstrates initiative and is self-driven. Seeks out leads.
13. Competent in word processing and spreadsheet software.

Essential Responsibilities (*include but are not limited to*):

1. Write and edit web content with an understanding of the intended audience for each content piece, with a clear understanding of the intended outcomes.
2. Maintain consistent use of words and images to promote a consistent brand image across all content channels.
3. Review and approve contributions by content coordinators to ensure content quality, consistency and relevancy, as well as adherence to AP Style and brand management, while providing excellent customer service.
4. Assist with creating and maintaining editorial calendar for web, print and social media outlets
5. Assist in establishing web governance guidelines to assess, review and approve digital content.
6. Contribute to successful planning and implementation of marketing campaigns.

Application Procedure:

E-mail or drop off a letter of recommendation and application addressing qualifications for the position along with a resume to:

Jordan Shawhan
Director of Marketing and Communications
Finlandia University
601 Quincy St.
Hancock, MI 49930
jordan.shawhan@finlandia.edu

Applications will be accepted until the position is filled. Limit 1 per semester.

For additional information regarding this position, please contact Jordan Shawhan at (906) 487-7348 or jordan.shawhan@finlandia.edu.

As a learning community Finlandia University recognizes and affirms the dignity and worth of all people and cultures. We will strive to provide an institutional climate that does not perpetuate or tolerate forms of discrimination. We are committed to recruiting, developing and retaining a qualified and diverse faculty, staff and student body.

Finlandia University does not discriminate on the basis of race, color, national origin, sex/gender, age, disability, religion, veteran status, familial status, height, weight, socioeconomic status, sexual orientation, genetic information, or any other category protected by applicable law in admissions, employment, athletics, programs, and activities. The following office has been designated to handle inquiries regarding the non-discrimination policies or gender equity concerns: VP Academic Affairs/Title IX Coordinator, Mannerheim #150.

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