

WisCorps is pleased to partner with donors and UWL in creating the WisCorps Fellowships designed to provide students (graduate or undergraduate junior or senior) with in-depth, real-world professional development experience. These Fellowships provide opportunities to develop and enhance skills in areas such as communications, planning, data analysis, budgeting, and stakeholder and financial research—skills that employers value to support marketing and development activities that are critical to many types of organizations including non-profits, educational foundations, non-governmental organizations, the arts, medical research, etc.

The year-long Fellowships will include a full-time summer commitment of approximately 35 hours/week (from June 1-August 31) and 10-12 hours/week during the Fall and Spring semesters. Each Fellowship award is approximately \$12,000 for the year. Only students who can commit to full-time enrollment at UWL both semesters will be considered.

Two tracks of WisCorps Fellowships are available for 2023-2024, one in development and one in marketing. This document outlines the responsibilities of the Marketing Fellowship.

- *Marketing Fellowship*, working with the Director of Marketing (primary mentor) and Executive Director, and WisCorps staff
  - Assisting in implementing aspects of an alumni program, by providing research, data analysis, creating needed marketing materials, and managing social media and webpages for the program.
  - Marketing and networking. Learn to create campaigns for multiple WisCorps departments/programs across websites, media and social media streams. Attend meetings with current and potential community partners.
  - Learn marketing techniques and attend meetings with WisCorps departments.
  - Meet weekly with the Director of Marketing to set priorities and goals and report progress, receive a formative evaluation at the end of the summer and end of the Fall semester, and receive a summative evaluation at the end of the Spring semester.
  - Take an active role creating and supporting a culture of justice, equity, diversity, and inclusion in WisCorps' programs and in the community