Fineman & Pappas Law Libraries CAS Intern Position

Overview of Office: The Pappas Law Library serves a community of 60+ full-time faculty, 1000+ students, adjunct faculty and staff. As libraries move into the digital age, communication with patrons/clients has been completely redefined. Gone are the days when every student worked in the library. Today many of our faculty and students use our books, databases and services remotely. The library has been moving into marketing and communications over time, and an intern would work with our librarian for student services to assess and design library marketing and communications.

Position Description: We are looking for someone interested in using their creative skills to market the library to law students. We do a lot of marketing and outreach for our students, and we need on trend marketing that lets our students know the library is relevant to their today and to their future. If marketing and advertising are a particular interest of yours, than this is the position for you!

Responsibilities:
• Assist with content writing for law libraries’ Facebook page
• Create end of year marketing campaign
• Use a wide range of media to build and sustain positive image of law libraries’ resources
• Assist with event planning
• Create marketing campaigns for programs and events
• Other projects as assigned
• Assessment of library patrons and their communication styles to design most effective outreach
• Meet with various stake holders in the library to assess needs
• Research communication styles and outreach opportunities

Professional Growth and Development:
• Assessment process of patron needs
• Outreach opportunities to a captive population
• Design aesthetics
• Proficiency in design software
• Verbal and written communication skills
• Public speaking/presenting
• Tangible design portfolio
• Organizational skills
• Teamwork and collaboration
• Ability to prioritize tasks and deliverables
• Budgeting skills