



## Research Communications Apprenticeship

The Office of Research and Economic Development's Research Communications team is seeking a student to help support strategic communications and marketing activities. This position is ideal for students looking to grow their skills in journalism, public relations, advertising, and/or marketing in a professional, team-oriented environment.

The role of Research Communications is to highlight and promote research, scholarship and creative activity at the University of Nebraska-Lincoln, with the goal of boosting the reputation of both the university and individual faculty members conducting this work. Students who are interested in science communication and scientific literacy for society may be especially well-suited for the role.

### Responsibilities

The student will have opportunities to contribute to the team in a variety of ways. Depending on the individual's interests and abilities, opportunities are available to write and edit engaging and informative copy; explore photography, videography and visual communications; and/or create content for social media posts. Additional responsibilities may include updating and maintaining marketing lists, compiling website metrics, and/or assisting with communications and marketing tasks related to special events and outreach activities

### Qualifications

Applicants will have completed sophomore-level courses or higher and will be available to work in person 10 to 15 hours throughout the academic year during standard office hours (8 a.m.-5 p.m., Monday through Friday). Summer hours may be available. A one-year commitment is required, with the possibility of extending the apprenticeship to a second year.

The ability to write clearly, concisely and accurately is essential. The selected applicant should be proficient in using Microsoft Word and PowerPoint. The ideal applicant will have working knowledge of Associated Press style. Experience using Adobe Photoshop, Adobe Illustrator, basic video editing software, and/or social media management tools is helpful but not required.

ORED is a collaborative, team-oriented environment. The ideal applicant:

- Demonstrates responsibility, conscientiousness and reliability.
- Shows a positive attitude and contributes to a productive work environment.
- Wants to learn a range of skills, which may include news writing, editing, proofreading, visual communications, multimedia and social media.
- Adapts to shifting priorities and demonstrates an openness to learning new approaches.
- Meets deadlines established by the Research Communications team.

### Benefits

The Research Communications apprenticeship is an excellent opportunity for students who are majoring in journalism, advertising and public relations, broadcasting, English, agricultural communications, and related fields. Students who are pursuing careers in STEM fields (science, technology, engineering and mathematics) also may want to consider this position to develop the communications skills necessary for translating complex technical information for general audiences.

By the end of the apprenticeship, the student will have gained communications and public relations experience in a professional setting. The skills learned during this apprenticeship will transfer especially well to higher education, government and nonprofit organizations but also are applicable in news-driven environments, advertising and marketing agencies, and many other industries.

*NREAP Apprentices will earn \$19.00 per hour in their first year with the possibility of a performance-based raise for the second year.*