

University Bursar

**Student Money Management Center**

The University of Illinois System Student Money Management Center (SMMC) supports financial well- being of students at all universities in the System, including Urbana, Chicago, and Springfield, through:

* Financial coaching appointment referrals
* Webinars & online campaigns
* Bi-weekly e-newsletters for students, employees, and parents
* The University of Illinois Financial Literacy Digital Badges Program (Moodle Courses)

Employees are responsible for program administration, teaching in co-curricular, online environments, research, and assessment.

SMMC oversees anywhere between 3-15 internships per semester to help coordinate communications and research projects that support financial education and advocacy for students and their families.

Financial services, regulations, and technology change rapidly along with the needs of SMMC’s target audiences. As a result, members of the SMMC team need to be adaptable in an ever-evolving work environment.

**Website:** [studentmoney.uillinois.edu](http://studentmoney.uillinois.edu/)

**Email:** studentmoney@uillinois.edu

**Contact:** Andrea Pellegrini, Assistant Director, University Bursar, Student Money Management Center

**Position:** Marketing Intern, Student Money Management Center (SMMC)

**Reports To:** University Bursar staff – Assistant Director, Student Money Management Center.

# Duties/Responsibilities:

To support financial wellness outreach for the Student Money Management Center’s diverse audiences and its professional staff. Responsibilities include:

1. Serve as communication specialist on a diverse team of educators/researchers, communicators, and data analysts.
2. Develop and review marketing content to address the needs of diverse populations, including but not limited to digital outreach campaigns, webinars, and supporting digital materials (e.g., articles, videos, social media, educational games).



1. Assist with marketing of System-wide research on wellness, financial decision-making, and retention as well as program evaluation and assessment.
2. Research and draft articles and other content for use on SMMC’s website, social media sites and e- newsletters. Content may include writing educational articles, creating graphics and/or videos along with other SMMC team members.
3. Create and update policies and procedures as projects are created and modified.
4. Help advertise SMMC activities using print and digital media; co-manage SMMC’s online presence

through social media sites (e.g., Twitter, Facebook, Instagram, YouTube).

1. Other duties and tasks as assigned.

# Anticipated learning outcomes:

Interns will gain experience working in a virtual, team environment, addressing diverse needs of multiple target populations with opportunities to enhance verbal & digital communication skills. Additionally, interns will gain valuable experience in strategizing marketing efforts to accomplish organizational goals & highlighting key services through low cost marketing methods. Excellent opportunity to enhance professional skills & gain experience in client relationships, writing, data analysis, marketing, presentations & media production.

# Experience:

Experience in marketing, online education (synchronous or asynchronous), data analysis, financial planning, and working in a virtual environment preferred. Experience with research, graphic design, video editing, and/or Microsoft Suite a plus.

# Minimum qualifications:

Student must be enrolled in a degree program at University of Illinois Springfield and taking internship credit for this experience. Applicants must have basic marketing/communications knowledge and written English proficiency. Proven skills in interpersonal relationships, ability to interact and communicate effectively with others, initiative to generate and implement new ideas also required.

**Position Details:** Marketing Intern, 10-20 hours per week, Position is remote/virtual. Apply at <https://go.uillinois.edu/SMMCJobApplication>.