



Discover the World with Florida Books

UNIVERSITY PRESS OF FLORIDA

2046 NE Waldo Road, Suite 2100
Gainesville, FL 32609
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www.upf.com
Equal Opportunity Institution

POSITION: Outreach Assistant
LOCATION: University Press of Florida (Gainesville, FL)—VIRTUAL
SUPERVISOR: Romi Gutierrez, Director

Organization Description:

As the scholarly publishing arm of the State University System of Florida (SUS), the University Press of Florida (UPF) has been engaging students, educators, and discerning readers since its founding in 1945. In our 75-year history, we have published more than 3,000 volumes and currently release nearly 80 new titles each year. A nonprofit publisher of scholarly and general-interest books and journals, and one of the largest university presses in the South, we have earned a prominent reputation for publishing distinguished works by important global and local voices.

Through our award-winning regional publishing program, we offer the citizens of Florida engaging, authoritative works on the region's history, culture, art, music, food, literature, geography, politics, environment, and plant and animal life.

At UPF, interns will learn the publishing business from the ground up, from being part of the acquisition of new works for publication to helping the books find their ways into the hands of readers. Previous interns have gone on to work for academic and commercial publishing houses across the country.

Position Description and Key Responsibilities

- The intern will work to develop a public outreach campaign for a few new and forthcoming titles from our African American history, Latin American and Caribbean studies, cultural heritage, and/or public history lists, with particular emphasis on reaching diverse communities.
- The intern will research and help develop publicity, social media, event planning, and other strategies to increase awareness of these works, including creating media lists, writing press releases, coordinating author Q&As and other blog content, and coordinating schedules of live virtual conversations.
- The intern will also research scholars, centers, organizations, and other educational venues that might engage with and benefit from increased awareness of these books, while also contributing to the development of new books in these areas.
- The intern will work closely with the press's marketing manager and other members of the marketing team, as well as the acquisitions editors in these list areas and other members of the acquisitions team. Additionally, the intern may work closely with the authors of these works.
- By the end of the program, the intern will have created a public outreach campaign that raises awareness for important and timely books among diverse communities in and outside of the state of Florida; have a broader understanding of university press publishing, especially within the acquisitions and marketing departments; and emerge with a solid foundation in publicity and marketing strategies.

Preferred Qualifications

- Experience with social media
- Ability to work as a team member
- Strong written and oral communication skills
- Organization and time-management skills
- Strong initiative and ability to work independently