



2046 NE Waldo Road, Suite 2100 ◦ Gainesville, FL 32609 ◦ 352-392-1351 ◦ <http://upress.ufl.edu>

POSITION: Outreach Assistant
LOCATION: University Press of Florida (Gainesville, FL)
SITE MENTOR & SUPERVISOR: Rachel Doll, Marketing Manager

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 80-year history, we have published more than 3,000 volumes and currently release 70 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. In addition to academic works that pioneer new directions in established and emerging fields, our award-winning regional publishing program offers 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 gain insight into the publishing business by assisting with public outreach campaigns for new and forthcoming books, planning and implementing strategies for helping them find their ways to 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 on public outreach campaigns for general interest books in subjects including Florida history, space history, legal history, nature, dance studies, and memoir. The intern will also help increase the visibility of scholarly works in a variety of academic disciplines. In doing so, the intern will help the Press bring authoritative local information, important scholarship, and creative work to new audiences.
- The intern will research and help develop publicity outreach, social media campaigns, event plans, and other strategies tailored to these books, including creating media lists, writing press releases and social media copy, coordinating author Q&As and other blog content, and designing visual material.
- The intern will help promote the first book in the Press's new creative nonfiction book series, helping formally launch and raise awareness of the series among readers and potential future authors.
- The intern will work closely with the press's marketing manager and other members of the marketing team. Additionally, the intern may communicate with the authors of Press books.
- By the end of the program, the intern will have created written and visual materials for promoting books on a variety of topics and from different disciplines. The intern will have a broader understanding of university press publishing, especially in the areas of marketing and sales, and will emerge with a solid foundation in book publicity and marketing strategies.

Preferred Qualifications

- Experience with social media, including designing visual content and writing copy
- Ability to work as a team member
- Strong written communication skills
- Organization and time-management skills
- Strong initiative and ability to work independently

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Florida A&M University • Florida Atlantic University • Florida Gulf Coast University • Florida International University
Florida State University • New College of Florida • University of Central Florida • University of Florida
University of North Florida • University of South Florida • University of West Florida

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