



Discover the World with Florida Books

UNIVERSITY PRESS OF FLORIDA

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Gainesville, FL 32609
352-392-1351, fax 352-392-0590
Orders 1-800-226-3822
<http://upress.ufl.edu>
Equal Opportunity Institution

POSITION: Outreach Assistant
LOCATION: University Press of Florida (Gainesville, FL)—VIRTUAL
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 77-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.

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 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 to develop a public outreach campaign for a new graphic novel on Florida music history with the goal of establishing a foundation for the Press to build on in promoting future graphic works. In doing so, the intern will help the Press bring information and scholarship on the region's history and culture to new audiences through the graphic format.
- The intern will research and help develop publicity, social media, event planning, and other strategies tailored to this graphic novel, including creating media lists, writing press releases, coordinating an author Q&A and other blog content, and coordinating schedules of live virtual conversations.
- The intern will also research avenues for promoting books in the genre of creative nonfiction, helping lay the groundwork for public outreach efforts for a forthcoming book series.
- The intern will develop databases of media outlets, bookstores, libraries, centers, programs, organizations, and book clubs for the Press to draw on in promoting future books in these genres.
- The intern will work closely with the press's marketing manager and other members of the marketing team. Additionally, the intern may work closely with the authors of Press books.
- By the end of the program, the intern will have created a customized public outreach campaign and plans for promoting future Press books in graphic and creative nonfiction. 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 publicity and marketing strategies.

Preferred Qualifications

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