

Project Title: Marketing and Communications Summer Scholar for the Querrey InQbation Lab

Job Description:

The Querrey InQbation Lab is seeking an enthusiastic and creative undergraduate student who will join the InQbation Lab staff as a Marketing and Communications Summer Scholar. The scholar will work closely with the Q staff to support various initiatives related to promoting Northwestern technologies, events, programs, and startups through social media, newsletters and websites. The scholar will help develop various templates and standard procedures for Q efforts.

Job Expectation:

- Assist with the development and execution of marketing plans and campaigns to promote INVO technologies, events, programs, and startups
- Create marketing copy and visuals for various channels, including social media, email, and website content
- Assist with the planning and execution of events, such as demo days, networking events, and webinars

Qualifications:

The following qualifications may be required:

1. Education: Currently pursuing an undergraduate degree but not graduating in June 2023.
2. Marketing knowledge: Basic understanding of marketing concepts, such as branding and digital marketing.
3. Communication skills: Excellent written and verbal communication skills with the ability to create compelling marketing copy and deliver effective presentations.
4. Creativity: Demonstrated ability to think creatively and develop innovative marketing strategies.
5. Team player: Ability to work collaboratively in a team environment with a positive and proactive attitude.
6. Time management: Strong time management and organizational skills, with the ability to manage multiple projects simultaneously.
7. Computer proficiency with Microsoft Office, Adobe Creative Suite (Illustrator, Photoshop and InDesign), and social media platforms (Twitter, Instagram and LinkedIn).

Mentorship and Training Plan:

1. Onboarding: The intern will receive an orientation to Northwestern University InQbation Lab and its mission.
2. The scholar will receive hands-on training in various software applications and tools used by The Q Lab team. This training will be delivered through tutorials and on-the-job practice.
3. The scholar will work closely with The Q team who will provide regular guidance, feedback, and support.
4. The scholar will work on a series of marketing projects that will provide them with practical experience and skills development. These projects will range from developing marketing collateral and creating social media campaigns.
5. The scholar will present their work at a Q Summer Scholar Presentation Day to an audience of other Summer Scholars, InQbation Lab Startups, and Northwestern University staff.

Time commitment:

Full-time (~40 h/wk) for 8 weeks. In-person at the InQbation Lab (1801 Maple, Evanston).