



Dairy Innovation Hub seeks communications and marketing project assistant

The [Dairy Innovation Hub](#) is recruiting a master's or PhD-level project assistant to contribute to news, public information, and marketing activities (including events). The project assistant will write stories about food and agricultural sciences for news releases, newsletters, websites, and more, and will contribute to social media following brand standards to reach dairy farmers, policymakers, scientists, and Wisconsin residents. The project assistant will contribute to marketing initiatives, including report development, graphic design, website management, and event planning and production. There will also be opportunities for skill development in meeting planning and scheduling.

The ideal candidate will be an excellent written communicator, with experience writing for many venues, have strong organizational skills, and attention to detail. Familiarity with animal agriculture and scientific research is desirable. Experience with WordPress (web content management), CRM databases, design software, and Microsoft Outlook is a plus.

The Dairy Innovation Hub positions Wisconsin's dairy community for economic, environmental and social success by advancing science, developing talent and leveraging collaboration at UW-Madison, UW-Platteville and UW-River Falls and throughout the state.

This is a 50% project assistantship that includes salary, tuition remission, and health insurance. Learn more about the salary rate and other offerings on the [graduate school website](#). Work will be conducted on campus, remotely, and off-site (for trainings and special events). Office location will likely be in the Animal Sciences building.

Please direct applications and questions to Maria Woldt, director of the Dairy Innovation Hub, at maria.woldt@wisc.edu or (608) 265-4009. Applications will be accepted until the role is filled and must include a resume, cover letter, and a list of three references.

Educational or program requirements:

- Bachelor's degree in communications or related field
- Pursuing a master's or PhD in Life Sciences Communications, Journalism, Communication Studies, or related field

Duties & Responsibilities:

Social media:

- Contributes to social media content and management. Works with communications assistant to curate social media calendar. Creates unique social content above and beyond that of regularly scheduled social content. Looks for creative ways to leverage Hub content, including long and short form video

Writing and editing:

- Writes press releases and original articles, est. 1-3 per month.
 - Send releases using Eloqua system
 - Leverages eCALs and other UW platforms to post content online
- Proofreads Hub content, such as annual report, press releases, articles, etc.

Email, newsletter, and marketing automation:

- Creates and sends emails in Eloqua in consultation with the program manager and according to PR plans for Hub events and programs
- Sources content, creates and sends the Hub quarterly newsletter in Eloqua

Marketing, events, and outreach:

- Assists with event planning (internal and external), attends events and tradeshows to help with communications coverage, registration, media relations, etc.
- Experience with design software (InDesign, Photoshop, Illustrator, Canva, Adobe Express) a plus
- Manages Hub website and UW-Madison CALS Hub website interface using WordPress
- Works with program manager to amplify content from freelancers and vendors (photography, design, podcasts, articles etc.)
- Creates public presentations in PowerPoint (or other platform) for outreach presentations to diverse audiences such as public, legislative, trade groups, farmers, dairy processors, etc.
- Assists director in scheduling meetings, outreach activities, creating presentations etc.

Additional:

1. Meets regularly with director
2. Completes other duties as assigned