



UNIVERSITY LIBRARIES

Field Study Program

To apply for the position, please submit your resume to the email address below.

Name of Requester(s) Eric Bartheld

Date Submitted 6/16/2011

Division/Unit Dean's Office/Communications

Email ebarthel@umd.edu

Descriptive Overview: Provide a brief and descriptive summary of the purpose of the position.

The student will evaluate, implement, and assess new media strategies to communicate the value of the University of Maryland Libraries. Areas of concentration may include producing short user-focused videos, developing guidelines for expanding and testing the library's use of social media, or contributing to the creation of University of Maryland Libraries website.

The student will report to the director of communications and will work to advance overall marketing strategies to heighten awareness of library services and resources.

Increasingly librarians are expected and encouraged to rethink traditional outreach activities and to coordinate activities within overall institutional goals. This opportunity will provide experience in crafting and conveying messages and working collaboratively. On-the-job assignments will result in tangible products for which students can take full ownership and use to build professional portfolios.

Duties and Responsibilities: Provide a bulleted list of duties and responsibilities. List the top five to seven work activities can be listed below.

- Promote key messages of marketing communications plan for various audiences (i.e., undergraduates, graduates, faculty).
- Conceive and create promotional videos suitable for website and other outlets. Maximize exposure of videos through a targeted media strategy. (Videos may include student testimonials, library events, promotions of services and resources.)
- Develop guidelines and best practices to guide others in video production.
- Participate on Web Advisory Committee—charged with directing development of library website—and contribute to its efforts to engage students in meaningful ways.

A successful applicant will be a curious and creative thinker and a self-starter who manages time well.