



NONPROFIT INTERNSHIP – Fall 2026

Overview

In partnership with the University Honors Program at the University of Kansas, University Press of Kansas seeks a Marketing Intern for the Fall 2026 semester.

University Press of Kansas offers an exciting opportunity for undergraduate students in the KU University Honors Program to gain valuable hands-on experience in scholarly and trade publishing, digital marketing, and author engagement. The Marketing Intern supports the marketing and publicity team in promoting new and backlist titles through content creation, research, and campaign coordination.

This internship can satisfy the Professional Development & Social Entrepreneurship Enhanced Learning Experience (ELE) as part of University Honors Program graduation requirements.

Time Commitment and Award: Students will receive a \$1,800 award to cover their involvement at a rate of 8-10 hours per week for the fall term.

Key Responsibilities

30% Content Creation & Author Support

- Assist with social media, video, photography, and blog content creation to promote UPK titles.
- Coordinate with editors/authors to develop engaging promotional content.
- Draft author materials, including:
 - Q&As
 - Promo Business Cards
 - Press releases
 - Promotional copy

20% Research & Market Analysis

- Conduct market and media research to identify:
 - Review outlets
 - Award opportunities
 - Conferences and events
 - Course Adoption opportunities
- Support outreach strategies by identifying relevant audiences and platforms.

10% Data Management & Reporting

- Maintain and update marketing databases, email lists, and campaign tracking spreadsheets.
- Ensure accuracy of title metadata across third-party platforms and online retailers.
- Compile media pickup reports and performance analytics from:
 - Social media
 - Email campaigns
 - Website traffic
- Provide brief recommendations for campaign optimization based on data insights

10% Editorial & Production Support

- Proofread and format:
 - Catalogs
 - Press materials
 - Digital assets
- Assist in preparing polished materials for authors and internal use.

10% Organization & Administrative Support

- Organize marketing files, digital folders, and press kits.
- Take minutes during marketing and staff meetings.
- Participate in informational meetings with various departments to gain insight into scholarly publishing.

10% Events & Outreach

- Assist with logistics for:
 - Author events
 - Webinars
 - Book fairs and conferences

10% Creative Contribution

- Write an “Intern’s Choice” blog post highlighting a UPK title that resonated with them, including a personal perspective on its significance.

Learning Outcomes

- Gain hands-on experience in academic and trade publishing marketing.
- Develop skills in content creation, analytics, and campaign strategy.
- Build an understanding of the full publishing lifecycle and cross-department collaboration.

Qualifications

Required

- Current undergraduate or graduate student in marketing, communications, journalism, English, or a related field.
- Students must meet the qualifications for good academic standing and progression for the University Honors Program.
- Strong written and verbal communication skills with the ability to write clearly and persuasively for different audiences.
- Detail-oriented with strong proofreading and organizational skills.
- Ability to manage multiple projects, meet deadlines, and stay organized in a fast-paced environment.
- Basic familiarity with social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Proficiency in Microsoft Office or Google Workspace (Docs, Sheets, Excel).

Preferred

- Interest in publishing, books, or scholarly communications.
- Experience with content creation (blogs, social media, newsletters, etc.).
- Familiarity with basic marketing analytics (social media insights, email metrics, or Google Analytics).
- Experience with CMS platforms or website updates.
- Knowledge of Chicago Manual of Style.
- Basic design skills (Canva or Adobe Creative Suite).

Key Competencies

- Strong attention to detail and commitment to accuracy.
- Creative thinking with the ability to contribute new ideas.
- Analytical mindset with a willingness to interpret data and suggest improvements.
- Professional communication and collaboration skills.
- Curiosity and eagerness to learn about the publishing industry.

Deadline: Applications are due by Friday, July 10. Interviews of selected applicants will take place later in July to early August. University Press of Kansas will conduct interviews without oversight from the University Honors Program, to ensure equity and fairness in the selection and onboarding process.

How to Apply: Please submit your resume and a cover letter through the University Honors Program Internships portal located on their website.

About Our Organization

The University Press of Kansas publishes scholarly books that expand the impact of sound scholarship and amplify the diverse voices of America's Heartland.

Founded in 1946 and reorganized in 1967 and again in 1976, it represents the six state universities: Emporia State University, Fort Hays State University, Kansas State University, Pittsburg State University, the University of Kansas, and Wichita State University. The press is located on the west campus of the University of Kansas.

The press publishes work on American politics, military history and intelligence studies, American history (especially political, cultural, intellectual, and western), law and legal history, Native American and Indigenous studies, and books about Kansas and the Midwest. Our books have reached a wide audience both inside and outside the academy and have been recognized for their contributions to important scholarly and public debates.