



University Press of Kansas

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Overview: In partnership with the University Honors Program at the University of Kansas, University Press of Kansas seeks a marketing intern for the Spring 2027 term.

University Press of Kansas offers an exciting opportunity for undergraduate students in the KU University Honors Program to gain valuable experience in marketing. The intern will work under the supervision of Laura Pilcher, Senior Marketing Manager.

Marketing interns support the marketing and publicity team in promoting new and backlist titles through content creation, research, and campaign coordination. This role offers hands-on experience in scholarly and trade publishing, digital marketing, and author engagement.

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

Time Commitment Requirements and Award: Student will receive an \$1,800 award to support their involvement of 8-10 hours per week for the spring term.

The intern will set a schedule for hours between 9:00am and 5:30pm Monday-Friday.

Key Responsibility Areas:

- Content Creation & Author Support
- Research & Market Analysis
- Data Management & Reporting
- Editorial & Production Support
- Events & Outreach
- Creative Contribution

Qualifications:

Required

- Undergraduate student in the University Honors Program majoring in English, Marketing, Publicity, Videography 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.

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.

Deadline: Applications are due by Thursday, October 22. Interviews of selected applicants will take place prior to the end of the fall semester. Laura Pilcher will conduct the interviews, without oversight from the University Honors Program, to ensure equity and fairness in the 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:

The University Press of Kansas publishes scholarly books that advance knowledge and regional books that contribute to the understanding of Kansas, the Great Plains, and the Midwest.

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.

EMPORIA STATE
UNIVERSITY

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KU THE UNIVERSITY OF
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University

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UNIVERSITY

Established as a consortium by the Board of Regents, the press is governed by a Board of Trustees, who are the chief academic officers of the six universities and who appoint faculty members from each institution to serve on the advisory Editorial Committee. The Board of Trustees meets in person at least once annually, with meetings tentatively scheduled in September, November, March, and May.

The press publishes work on American politics (including the presidency, American political thought, and public policy), military history and intelligence studies, American history (especially political, cultural, intellectual, and western), environmental policy and history, American studies, film studies, law and legal history, Native American 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.