

Webster Vienna Training Scholarship (WVTS):
Project Proposal: Marketing and Communication Assistant

Department: Marketing and Communications
Semester: Spring 2022 (from February 7 – April 29, 2022)
The estimated weekly workload in hours: 10
Program Level: Undergraduate

Project Title: Marketing and Communication Assistant
Project Leader: Mauro Ortiz, Junior Marketing Officer
WVTS Supervisor (if different than Project Leader): Nermin Podzic, Head of Marketing and Communications

Project Outputs: Support WVPU’s marketing and communications department in social media, promotional materials, and other engaging marketing and communications projects.

Tasks/Project Outputs	Deadline	Percentage of Time Spent on Responsibilities (equaling 100%)
Assist the social media content management; including Tik-Toks and Reels	Till the end of the Training Scholarships Spring 2022	40%
Assist diverse marketing and communications projects, including covering events (photography), video projects, and collateral/promotional materials.	Till the end of the Training Scholarships Spring 2022	40%
Assist research and brainstorming of innovative approaches on how WVPU can use digital media tools for its marketing and communications’ efforts.	Till the end of the Training Scholarships Spring 2022	20%

Qualifications needed to accomplish tasks and responsibilities:

- Qualification:
 - Advance knowledge in social media engagement;
 - Basic knowledge in photography; and
 - Essential experience in the creation of Reels and TikToks
 - Good writing skills.
- Soft Skills
 - Good organizational skills;
 - Good time management;
 - Attentive to details;
 - Team player; and
 - Communicative.