

Strategic Engagement Team: Graduate Library Student for Practicum for Marketing, Communication, and Outreach

About the Program

The UNT Libraries offers a practicum for graduate students to gain professional experience in marketing, communication, and outreach by working with the librarians on the Strategic Engagement Team within the Research & Engagement Department.

Position Description

The practicum student will become an active member of the Strategic Engagement Team, collaborating with librarians who lead the library's marketing, communication, and outreach initiatives related to the promotion of the UNT Libraries Subject Librarians. Throughout the semester, the student will gain hands-on experience shaping how the library connects with students, faculty, and campus partners with Subject Librarians. Depending on the semester's priorities, the practicum may include opportunities to:

- Create compelling promotional materials that highlight Subject Librarian services, using established branding and communication guidelines to craft messages that truly resonate with campus audiences.
- Explore and interpret assessment data, such as survey responses or usage dashboards, to support data-informed storytelling and decision-making.
- Contribute to project planning and coordination, helping the team track tasks, timelines, and deliverables to keep initiatives moving forward.
- Measure the effectiveness of outreach efforts, analyzing engagement metrics and offering insights on what works and why.
- Participate in high-impact library events and programming, such as First Year Experience activities, finals week support stations, Graduate Student Appreciation Week, tabling, and book displays, while also managing the behind-the-scenes administrative tasks these events require.

The practicum culminates in a signature project: the student will design and pitch a fully developed marketing OR outreach initiative (depending on the student's goals) in support of Subject Librarians. This capstone proposal will include a defined audience, clear goals and outcomes, assessment strategies, and a realistic budget, providing both a portfolio-ready artifact and meaningful real-world experience.

We provide a comprehensive training experience that prepares the student for programming and outreach work in libraries. During the practicum, the student will:

- Apply library branding and communication standards to create clear, effective marketing or promotional materials.
- Use basic assessment methods, such as surveys or analytics, to gather and interpret data that support outreach and decision-making.
- Demonstrate essential project management skills by organizing tasks, meeting deadlines, and collaborating with library staff.
- Participate in selected outreach activities and reflect on their impact to inform future improvements.
- Communicate project results or insights effectively through written, visual, or oral formats appropriate for campus stakeholders.

Position Responsibilities

- Attending planning meetings and providing input
- Creating marketing materials
- Assist with data collection, assessment, and evaluation
- Support project coordination and team collaboration
- Participate in team programming and outreach activities

Hours and Location

The working schedule is negotiable, based on practicum requirements, and must take place between Monday and Friday.

Duration

Fall 2026

Minimum Qualifications

You must be enrolled in your practicum and have prior relevant experience. You should also possess these qualifications:

- You must be a master's student in Library and Information Sciences
- Prior relevant experience in a customer service position

- Strong commitment to public service
- Effective interpersonal and communication skills
- General experience with computers and various software products
- Willingness to acquire new skills in a rapidly changing environment

Preferred Qualifications

- 6 months of library experience (includes volunteer work)
- Demonstrated project management experience, including the ability to prioritize, set goals, and meet deadlines
- Sincere enthusiasm for community building and engagement

Contact for More Information

This position is under the supervision of the Research & Engagement Department Head. Applicants that apply by July 15, 2026, will be considered first.

If interested, please send your CV or resume and cover letter addressing your interest and qualifications for the position to Julie Leuzinger Julie.Leuzinger@unt.edu.