

Position: **Digital Media Innovation Intern**
Connecticut Public



Status: **Internship**

Reports to: **VP of Media Innovation, Connecticut Public**

Internship Description

Availability: Summer

Hours: 8 weeks, 15 hours per week

Internship Summary:

Connecticut Public's Media Innovation team works alongside our television, radio, education, and marketing teams to help content and brand messages reach audiences through digital platforms, both current and emerging. The Digital Media Innovation Intern should be curious, energetic, creative and an applicant who is excited about using their digital media, design, and storytelling skills to support meaningful and mission-driven work. The intern will learn and take part in every aspect of digital media production – from brainstorming to concept to execution and data analysis. Interns will work with experienced digital designers and developers, journalists, producers, programmers, fundraisers, educators, and marketing experts and share their experience as part of a cohort of summer interns who share a passion for media that serves the public.

- All internships are 8 weeks long.
- Interns work 15 hours per week. Schedules can be set with the intern's manager. (* Note: Undergrads requiring 126 hours for course credit will be able to work 1 additional 6 hour day during the 8 weeks.)
- Interns are all paid \$10.10 per hour and must fill out time sheets.
- All interns are required to attend an orientation – date & time to be announced.

Internship Responsibilities

- Create graphics and design elements for social media, web, email communications, and video platforms.
- Write and traffic for social media posts that include all forms of rich media.
- Help to plan and execute extensive social media campaigns.
- Help to edit email blasts, newsletters, and other written communication media.
- Research analytics and performance metrics.
- Coordinate with teammates across the organization on content and marketing projects.
- Perform other duties as assigned.

Internship Skills/Qualifications

- An enthusiastic, creative imagination
- Strong desire to learn and share knowledge with others
- Understanding and respect for the ethics of professional journalism
- Affinity for the mission of public media and the mission of Connecticut Public
- Excellent knowledge of computers, both Mac and PC
- Excellent knowledge of the internet and web-based distribution platforms
- Working knowledge of Adobe Creative Suite, especially Photoshop, Illustrator, and AfterEffects
- Knowledge of video editing and Adobe Premiere Pro is a plus
- Strong understanding of design-thinking methodology and creative problem solving
- Deadline oriented
- Mastery and good knowledge of social media platforms including Facebook, Twitter, Instagram, Youtube, etc.
- Experience using WordPress CMS
- Experience with other media service web platforms (podcast platforms, video platforms, etc)
- Basic technical web development skills including HTML and CSS (Javascript and PHP a plus but not required)

To apply, visit ctpublic.org/internships

For additional information or questions, please contact internships@ctpublic.org