

Position: **Marketing Intern**
Connecticut Public



Status: **Internship**

Reports to: **Marketing Director, Connecticut Public**

Internship Description

Availability: Summer

Hours: 8 weeks, 15 hours per week

Internship Summary:

Connecticut Public's Marketing Internship offers a chance for real-world experience on a busy marketing team. We are looking for sharp, creative applicants with excellent writing and communication skills and an interest in marketing and media. Interns should be collaborative and team-oriented, but also able to work independently. You will work alongside experienced marketing and design professionals who develop and implement marketing campaigns on television, radio, online and in the community.

Interns will learn how to write marketing copy for web and social media, how to work with a creative team, and how to target audiences and promote on social media. Interns will observe and participate in marketing brainstorming sessions and team meetings, perform online research and analyze data, and participate in developing, launching, and implementing multi-platform marketing campaigns.

- 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

- Write for social media, web and other marketing applications
- Provide some graphic support for social media and e-marketing
- Accompany and assist Marketing Team in meetings with radio, TV and fundraising teams
- Deliver content on tight deadlines
- Research and/or produce visual or social media assets for the web
- Gather data from social media platforms and Google analytics
- Perform audience and community research
- Coordinate with Marketing Manager and other Marketing Staff
- Perform other duties as assigned

Internship Skills/Qualifications

- Knowledge of computers and the internet
- Knowledge of Microsoft programs, including Excel, Outlook, and Word
- Highly organized self-starter with ability to work independently
- Deadline oriented
- Strong writing, proofreading, and editing skills with a desire to write and edit
- Strong interpersonal and/or telephone skills
- Ability to work with others and take direction
- Facility with new software tools and ability to learn new skills
- Ability to think creatively
- Strong desire to learn
- An understanding of the public media mission and the mission of Connecticut Public

Candidates should be pursuing a career or course of study relating to marketing, communications, or liberal arts. However, other majors and interests will be considered.

To apply, visit ctpublic.org/internships

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