Job Description for WiAMRadio.com
Marketing & Communications Intern

Project Summary:

We are a new internet radio station dedicated to spreading the Gospel to the global community, with 44 Nations and 55 U.S. cities listening. We broadcast 24 hours a day, 7 days a week, with worship music, talk programs, teaching and original programming.

We are seeking interns to assist in the development of a promotional campaign that will help raise awareness of the WiAMRadio.com vision.

*Duration*: 3 to 6 month commitment or that set by school internship requirements
*Hours*: 10 to 20 hours per week. Typically, 2 to 3 days per week. Schedule is negotiable.
*Compensation*: Internship position is not compensated, monetarily. Intern may be eligible for college credits.

Duties and Responsibilities:

* Assist with development of creative concepts and marketing strategies for promoting the work of WiAMRadio.com and securing donations from past and first-time donors.
* Coordinate with graphic design department to translate creative concepts into print, online, and other collateral materials.
* Develop content for promotional materials including direct mail pieces, print and electronic newsletters, website and social media stories, medial releases, and other materials as needed.
* Update and maintain WiAMRadio.com’s social media presence, including daily monitoring, posting, scheduling and responding to Facebook and Twitter updates.
* Assist in planning, writing and managing e-blasts and e-newsletters.
* Draft, distribute and pitch news releases, media alerts and other stories.
* Manage editorial and event calendars.
* Create comprehensive database of targeted businesses and community organizations.
* Collaborate with staff on new ideas, directions, and tools for marketing and communications.
* Prepare weekly reports and maintain regular contact with WiAM supervisor.
* Responsible for maintaining daily programing and assisting station manager during studio time.

Qualifications:

* Excellent written and communication skills.
* Strong creativity.
* Ability to work both independently and as part of the WiAM team.
* Strong attention to detail.
* Firm grasp of available tools and platforms in the social media space.
* Completed or working toward a college degree (junior level and up), preferably in a related field (e.g., English, Marketing/Communications, Advertising or Public Relations).
* Previous internship or related experience in marketing or communications is a plus.
* Understanding of the basic principles of public relations and/or marketing.
* Computer literate (working knowledge of word processing, PowerPoint, Excel). Proficiency in Adobe, Design and Photoshop highly desired.

Benefits:

* Build your portfolio and establish employment reference from a well-know business.
* Flexible scheduling.
* Help meet an important community need.