

WVPT Marketing and Communications Intern

This is an ideal position for a Marketing, Communications or Public Relations major interested in new media & television, in building his or her portfolio of writing samples, and interested in social media.

Duties and Responsibilities:

1. Develop social media recommendations for growing WVPT's social media presence in Staunton, Hburg, & Cville
2. Draft social media posts for Twitter, Facebook, Google+, Pinterest and other sites
3. Work cross-departmentally with Interactive team as directed to post material online
4. Participate in the cultivation of community partnerships
5. Participate as part of the team to brainstorm and develop creative promotion and marketing plans
6. Assist with other press relations projects such as tracking and reporting editorial coverage, researching press contacts and making story pitches via social media
7. Assist with project and event production
8. Complete projects which contribute to intern's professional portfolio; topic(s) to be mutually agreed upon between the intern and supervisor
9. Take the initiative on assignments as needed
10. Assume personal and professional responsibility for actions and activities
11. Maintain professional relationships with staff, members, viewers and vendors
12. Work independently and collaboratively to accomplish responsibilities, goals and projects
13. Relate and apply knowledge acquired in the academic setting to the internship
14. Prepare for and utilize training opportunities offered by WVPT
15. Provide supervisor with periodic progress reports
16. Actively participating in weekly check-in meetings with supervisor
17. Actively participating in final internship evaluation meeting

Minimum Qualifications:

1. High School diploma or GED
 2. Current enrollment in a course of study at an institution of higher learning, such as college, community college or vocational school
 3. Current enrollment in a program that leads to a degree; certificate or diploma programs are not eligible
 4. Minimum 2.5 GPA. Transcripts to be provided prior to start of internship.
 5. Receiving school credit for this internship is strongly preferred
 6. Experience with Microsoft Office
 7. Excellent writing and verbal communication skills
 8. Interest in public television, community engagement, event coordination, and/or media
 9. Proficiency in conducting internet research
 10. Proficiency in using social media sites
 11. Attention to detail and good organizational skills
 12. Basic HTML knowledge preferred
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