

Western Kentucky University

ALIVE Center for Community Partnerships

Building partnerships to strengthen communities across Central Kentucky
www.wku.edu/alive



Communications & Marketing Unpaid Internship

Job Description: The Communications & Marketing internship for the WKU ALIVE Center for Community Partnerships serves to build relationships between the ALIVE CCP and campus and community partners. This position is supervised by the Communications & Marketing Coordinator. Responsibilities include but are not limited to communicating with campus and community partners to increase community engagement efforts, assisting with special event planning, and researching information to improve programming outcomes.

Gained knowledge and experience as an intern may include but not limited to:

- Researching and developing methods for effective communication with audiences
- Assisting with planning special events and programs
- Coordinating special student community projects
- Preparing written pieces for publications
- Providing support to staff as needed
- Updating database of community resources and opportunities
- Assisting with social networking
- Creating news releases, public service announcements, and promotional pieces
- Speaking and presentation opportunities as part of the Student Advisory Board

Status Reports:

At the beginning of the internship, the Communications & Marketing Intern will discuss goals and objectives for the semester with the staff. To assist with meeting goals, the intern will complete regular status reports. The status report is a form for students to include accomplishments for the week. In addition, students will provide a short reflection on what they have learned and would like to learn and accomplish during the upcoming weeks.

Desired Qualifications:

- Good oral communications skills
- Excellent writing skills
- Ability to work with a team
- Positive attitude
- Basic knowledge of Word, Excel, and PowerPoint
- Proficient in social media (work with Facebook and Twitter)
- Experience in volunteer service

Benefits of Internship:

Student will complete the internship with valuable skills in the areas of public relations, marketing, and communications. This internship is a great opportunity to develop leadership and project planning skills.

Communication through various forms will be expected regularly, which will prove an asset in any future career. Most importantly, interns will enhance relationship-building knowledge and ability.

Time Allotted:

Minimum 10 hours a week is preferred for this internship. Students should refer to the hours required for the internship requirements for their academic department. The Internship lasts one semester.

Additional Information:

The Communications & Marketing Internship is an **unpaid internship**. Students should inquire about internship requirements for course credit for their degree program if they are not already aware before applying.

Contact:

This position is supervised by the Communications & Marketing Coordinator, Aurelia Spaulding. Those interested in the internship are asked to prepare a resume, cover letter, and availability schedule for the spring semester. Materials should be submitted via email to Aurelia at aurelia.spaulding@wku.edu by date designated on the website. Feel free to call 270-782-0082 if you have any questions regarding ALIVE CCP internships. Students meeting the desired qualifications may take part in an interview process if multiple applicants apply.