

Western Kentucky University

ALIVE Center for Community Partnerships

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



Digital Media and Design Unpaid Internship

Job Description: The Digital Media and Design internship for the WKU ALIVE Center for Community Partnerships serves to assist with publication and web design for the ALIVE CCP and campus and community partners.

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

- Research and develop methods for effective layouts for publications
- Assist with preparing promotional pieces for special events and programs
- Prepare spreads for the Spirit of Engagement publication
- Conduct photography as needed for printed and online resources
- Design graphics for print and online advertisements
- Create videos for use online
- Assist with social networking

Status Reports:

At the beginning of the internship, the Digital Media and Design 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 Adobe CS5 design and video production applications (Adobe CS3 or CS4 is acceptable)
- Proficient in social media (work with Facebook and Twitter)
- Experience in volunteer service

Benefits of Internship:

Student will complete internship with valuable experience in the areas of marketing, graphic design, 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 gain knowledge and experience and develop professional networks.

Time Allotted:

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

Additional Information:

The Digital Video and Design 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.