Communications & Marketing Unpaid Internship

Job Description: The Communications & Marketing internship for the WKU ALIVE Center for Community Partnerships builds 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 multi-media platforms and publications
- Providing support to staff as needed
- Assisting with social networking
- Creating news releases, public service announcements, and promotional pieces
- Speaking and presentation opportunities as part of the Student Ambassadors of Service

Status Reports:
At the beginning of the internship, the Communications & Marketing Intern will meet with the supervisor to discuss goals and objectives for the semester. To assist with meeting goals, interns provide regular status reports. The status reports and oral reflection meetings give students the opportunity to share accomplishments, challenges, and learning expectations for the upcoming weeks. In addition, students will provide a final presentation on what they have learned and produced during the semester.

Desired Qualifications:
- Good oral communications skills
- Excellent writing skills
- Ability to work with a team
- Ability to work individually with limited supervision at times
- Positive attitude
- Basic knowledge of Word, Excel, and PowerPoint
- Proficient in social media (work with Facebook and Twitter)
- Knowledge of the ALIVE Center and its services
- Experience in volunteer service and/or service-learning

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 10-12 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 with the potential to serve one year if needed for course credit.

**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.

**Application Materials:**
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 semester you are applying for. Materials should be submitted via email to Aurelia at aurelia.spaulding@wku.edu by date designated on the website at www.wku.edu/alive. 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.