Digital Media and Design Unpaid Internship

**Job Description:** The Digital Media and Design internship for the WKU ALIVE Center for Community Partnerships assists with graphic design for the ALIVE Center’s communication and marketing efforts. In addition, this position supports the Center’s marketing efforts through various forms of digital media.

**Gained knowledge and experience as an intern may include, but not limited to:**
- Researching and developing methods for effective layouts for publications
- Assisting with preparing promotional pieces for special events and programs
- Preparing spreads for the Spirit of Engagement publication
- Conducting photography as needed for printed and online resources
- Designing graphics for print and online advertisements
- Creating videos for use online
- Assisting with social networking

**Status Reports:**
At the beginning of the internship, the Digital Media and Design 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
- Positive attitude
- Ability to work efficiently with minimal supervision at times
- Basic knowledge of Word, Excel, and PowerPoint
- Proficient in Adobe CS5 design and video production applications (Adobe CS4 is acceptable)
- Proficient in social media (work with Facebook and Twitter)
- Experience in volunteer service and/or service-learning
- Knowledge of the ALIVE Center and its services

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

**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.

**Application**
The Communications & Marketing Coordinator Aurelia Spaulding supervises this position. 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](http://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.