



## INTEGRATED MARKETING INTERNSHIP JOB DESCRIPTION

Local 12 WKRC-TV and Local 12.2 The CW Cincinnati offer a one semester, non-paid internship opportunity to students seeking insight and hands-on training within the workings of a major-market television station. In addition to day-to-day working knowledge and experience obtained, participating students gain a valuable "hands-on" work experience to be applied and used during their post-collegiate employment positions.

Internships are available each semester. Applicants must complete an internship application and attend an accredited institution and receive academic credit for the internship experience. Applicants must be at least 18 years of age, in good academic standing and available to work 10 – 20 hours a week, up to a maximum of 40 hours. Prospective candidates must be able to accommodate a varied and flexible schedule, which may include nights and/or weekends.

### **INTERNSHIP DUTIES / RESPONSIBILITIES**

- **SALES SUPPORT**
  - Prospect businesses for major sales initiatives
  - Cold call clients for sales initiative
  - Participate in brainstorming sessions in order to conduct research, and implement plans and marketing strategies for clients
  - Create sales collateral, such as presentations and summaries of events/concepts for sponsors
  - Contact contest winners and facilitate prize distribution
  - Go on a sales call with an AE to observe
- **EVENT PLANNING SUPPORT**
  - Assist in the planning, organization, coordination, promotion and facilitation of station events, promotions and contests
  - Assist with vendor relations, and venue and site development
  - Help with the fulfillment and execution of sponsor/client contracts
  - Attend events during internship, including, but not limited to, *Rally on the Square* (Spring), *Grillin' w/ Tim* (Summer), *High School Game of the Week* (Fall), *Bengals Nation* (Fall), casting calls and other events that are scheduled throughout the internship
  - Act as liaison to event guests and clients
  - Assist in creation and distribution of event materials
  - Assist in the set-up and clean up of events
- **ON-AIR SUPPORT**
  - Learn how to write promotional scripts and conduct research for interviews with stars from CBS shows
  - Help research upcoming events for weekly *Out & About* entertainment reports
  - Assist in the research and formulation of questions for satellite interviews with stars from CBS shows
  - Help write promotional scripts
- **ON-LINE SUPPORT**
  - Construct an on-line ad campaign (choosing creatives, placements, etc.)
  - Design and implement on-line contests
  - Edit on-line video for Syndicaster
  - Compile site traffic data
  - Upload event pictures to web photo galleries

▪ **MISCELLANEOUS**

- Opportunity to attend show tapings, newscasts, commercial shoots, interviews, etc.
- Complete a daily timesheet and weekly log/diary of work accomplished
- Learn and utilize project management skills
- Conduct research that is relevant to department
- Data entry, such as daily deals
- Perform administrative work, such as copying, proofreading, and other basic duties on as needed basis
- Develop an Integrated Marketing driven concept from the ground floor up! This project will utilize the skills possessed and learned by the intern. The intern will develop an event/concept and “sell” it to a sponsor.
- Upon conclusion of the internship, evaluations will be completed by both the student and supervisor.

**QUALIFICATIONS:**

- Ability to handle and prioritize multiple projects
- Excellent organizational skills and ability to work under deadlines
- Excellent people skills, solid written and oral communication skills
- Professional on the phone, in person and through written communication
- Be reliable and dependable
- Detail oriented, proficient at time management and multi-tasking
- Ability to work effectively, independently, and collectively in a fast-paced environment
- Ability to lift up to 25 pounds and physically handle standing or walking for extended periods of time during events
- Proficient in Microsoft Office (Word, Excel, PowerPoint, etc.)

*To apply for a summer internship with Local 12 WKRC-TV,  
please submit your resume to  
Lindsay Berding at [Lberding@sbgvtv.com](mailto:Lberding@sbgvtv.com)  
no later than March 22, 2013.  
Thank you!*