

Marketing Department Internship

MiND TV is a unique independent, public television (and internet) channel devoted to community empowerment, lifelong learning, and short-form, community-generated content. MiND TV's innovative format consists primarily of 5-minute programs about a wide variety of topics, many made by our members. MiND is TV by the people, for the people. And, not only does MiND broadcast community submitted content, we train people in video production! We also run a total of three channels in the Philadelphia region – MiND TV (Channel 35), Global MiND (Channel 35.2), and MiND Presents MHz Worldview (Channel 35.3). Our focus is local as well as global, and we present a variety of programming to our audiences – from Korean soap operas to independent news. Learn more about MiND here: www.mindtv.org.

Announcing a Call for Interns!

MiND TV is seeking a dependable and energetic intern to support its Marketing Department needs. Are you a good writer with the ability to understand a brand? We need you! This position includes writing, researching, assistance in promoting and attending MiND's monthly events, internet and social marketing outreach, assistance with the development of products in the MiND Store, and some print design of flyers and other materials on a case by case basis. (*But this is not a design position*).

MiND gets out into the community and holds events on-site, and we rely heavily on creative grassroots outreach to get people involved. The right person for this position gets excited about working with the public and the community, likes attending and working behind the scenes at events, but can also put in quiet hours writing web copy and voiceovers for TV spots. It's a position where you will learn a lot, develop a lot of different skills and hopefully – have fun! Positive, open, creative attitudes only please!

This is a great opportunity for the right person to build experience supporting a staff at a dynamic non-profit media organization serving the Greater Philadelphia area. NOTE: this isn't a position where you will analyze our business model or our audience – it's a position where you will have a great time doing hands on outreach in a dynamic independent media setting.

We pride ourselves on giving our interns valuable, exciting real world experience, while also expecting a high standard of professional work. We work on deadlines and turn around a lot of materials and outreach messages on a daily basis.

Learning Opportunities:

- Experience supporting a Marketing Manager in an internal "agency" setting
- Event assistance and working with the public in MiND's monthly community events
- Develop ability to write for and outreach for a unique brand in the Philadelphia region
- Hone overall writing and communication skills in a non-profit marketing setting
- Hands on experience in development of the MiND store and its products
- Overall learn about a multi-faceted public television station serving the community
- College credit available for undergraduates

Responsibilities include:

- Monthly to semimonthly blog posts to Pieces of MiND at www.mindtv.org
- Research of and writing descriptions for products in the MiND Store
- Writing of voiceovers for MiND TV promotional on-air spots as needed
- Development of simple flyers/one-sheets for outreach purposes
- General online marketing & outreach for MiND events
- Updating and expanding our social marketing network
- In person events support at MiND Open Houses, Community Events
- Assistance with media relations, writing of press releases as needed

Requirements:

- Must have own transportation
- Need a flexible schedule and be available to work 3 days a week
- Some nights and weekends required (MiND open houses and community events)
- Print design experience a plus
- Desire to make the world a better place – required!

Minimum Hours: 20 per week

Please E-mail Resume to: jkegelman@mindtv.org

Or Fax Resume to: 215-483-6908

Or send resume and cover letter to:

Internship Program

Independence Media | MiND TV

8200 Ridge Avenue

Philadelphia, PA 19128

NO PHONE CALLS, PLEASE!

Independence Public Media of Philadelphia is an equal opportunity employer.