



NORTHERN PUBLIC RADIO MARKETING/DEVELOPMENT INTERNSHIP

Northern Public Radio is pleased to offer a Marketing / Development Internship that encompasses areas such as fundraising, event planning, public relations and communications in the context of a broadcasting organization.

The position will also provide exposure to other aspects of radio operation, as time allows. Potential interns will have the opportunity to integrate their own ideas and strengths as applicable to the projects and services of this department. Assignments and duties of the Marketing / Development Internship may include, but are not limited to:

1. Development and Membership activities
 - Fundraising strategy and execution
 - Prospect development
 - Membership analysis
 - Event planning
2. Marketing and Sales operations
 - Prospect research / site visits
 - Copy writing for on-air, print, and web
 - Sales presentation customization
3. Administrative assistance
 - Audience Data entry
 - Materials assembly, filing, inventory, etc.
 - Direct mail campaign preparation
4. Overview of radio broadcast operation
 - News / Programming / Production
 - Website and New Media integration
 - Membership and Business functions
5. Other projects as assigned

For information, please contact Staci Hoste at Northern Public Radio: 815-753-9000.



Internships at Northern Public Radio are non-paid positions. Preference is given to applicants seeking internships for the purpose of receiving academic credit in a related field of study at Northern Illinois University.