

Hello!

94.5 WKTJ and Newsradio 620 WTMJ would like to announce Marketing/Promotions Internship positions available for this summer at the Journal Broadcast Groups Milwaukee Radio Operations. We are looking for an energetic, reliable group of students to represent our stations this summer!

The Internship description is described below, which may be found at www.journalbroadcastgroup.com. The hours are flexible with your schedules and to correlate with the number of credits taken. Hours will include one shift per week work in the office with an average of 10 hours at different events and festivals.

Please note: This internship is unpaid and must be taken for college credit. Please check with your advisor and decide if this is possible before sending in your resume.

Description:

The Promotions & Marketing Intern will assist the Marketing/Promotions Director in developing and implementing the marketing and promotional activities for Milwaukee Radio Operations, WKTJ-FM and WTMJ-AM. Specific duties and responsibilities include:

- Share in the responsibility for Radio personality appearances in the community through remote broadcast setups and staffing.
- Working all major festivals throughout the summer (i.e. Summerfest, Bastille Days, Festa Italiana, German Fest, State Fair, Zoo a la Carte, Irish Fest).
- Assist in the development and implementation of station promotions and contests
- Work to execute major summer promotion programs
- Help to brainstorm promotion ideas that serve the radio station and its clients, including listeners
- Write promotional announcements and other marketing materials
- Coordinate miscellaneous projects as they arise
- Assist with processing prizes, calling station winners and completing client re-caps

Requirements:

The ideal candidate must be enrolled in a college or university with a minimum 2.5 grade point average; will be a marketing-oriented, creative and extremely organized individual who strives in a fast-paced environment; must be comfortable with taking responsibility and decision-making; computer proficiency; excellent verbal and written communication skills are mandatory; must be able to lift up to 50 lb.

Send your cover letter and resume to:

Brenda Vento
Promotions/Marketing Director
Milwaukee Radio Operations
720 E Capitol Dr
Milwaukee, WI 53212

Or email your cover letter and resume to:

info@wkti.com please put Internship in the subject line