

WOUB Public Media Marketing Assistant

(One to three internships/practicums available)

Students can earn academic credit

10-15 Hours a Week (Unpaid/Work hours can be flexible)

Fall Semester 2020

Job Description

The WOUB Community Engagement Office is looking for a student(s) to conduct audience research (examine data, conduct surveys, gather audience insights) to learn more about WOUB's television, radio, website and social media audiences so WOUB can better communicate and engage with them to build a strong relationship and grow WOUB's membership. The student would also assist in the development and execution of a strong social media strategy in an effort to reach out to new audiences and increase awareness of WOUB, as well as putting together content for e-newsletters which are sent to alumni who worked at WOUB, internal faculty and staff and community members.

Minimum Qualifications

Ideal applicants should have junior status by fall semester. Must be familiar with strategic marketing techniques including social media. Must be able to work with minimal supervision, pay attention to detail, complete assignments in a timely manner, demonstrate strong verbal and written communications skills, be on-time and conduct themselves in a professional manner. Strong writing, photography and videography skills are a plus.

To Apply

Please email Cheri Russo, WOUB Community Engagement Manager, at russoc@ohio.edu with WOUB Marketing Assistant in the subject line and a resumé attached. Please include a statement of interest and links to any work that would be relevant.

Posting Date: March 16, 2020

Closing Date: April 3, 2020

Students will be interviewed, and positions will be filled by Mid-April.

About WOUB Public Media

As a member station of both NPR and PBS, WOUB Public Media is a trusted source of news, local content and educational resources that have proven to be worthy of the time, effort and support of our users. WOUB, an administrative unit of the Scripps College of Communication at Ohio University, is a non-profit, community-supported multimedia organization which provides online and broadcast services, along with non-broadcast educational services and student professional development.