

Media Development Intern

Department: Media Development & Services

Location: Cary, NC (USA)

Supervisor of the Internship: Media Account Executive

Travel Involved: Domestic travel may be required

Time Span: 8-12 weeks

General Description of the Internship: Assist the Media Development and Services Team to better serve existing and potential CMMs (cooperating media ministries). Help to better engage the ministries we serve by developing and implementing strategies and processes that will enable these CMMs to more effectively expand their ministry influence around the world. This will provide you with experience in research, lead generation, strategic planning, process development, marketing, and sales.

Specific duties may include:

- Research and lead generation of potential CMMs (cooperating media ministries) with TWR.
- Sales-related activities.
- Social media integration with existing TWR360 clients for best practices and results.
- Develop and implement:
 - Cross-platform promotion ideas and strategies for existing and potential CMMs.
 - Client referral program.
 - Strategies for online and grassroots promotions and marketing.
 - Onboarding promotional process for new TWR360 clients.
- Other duties as assigned (getting coffee will not be one of them).

The intern should have the following qualifications:

- Sales and/or fundraising experience is preferred, but not required.
- Preferred majors: Business (Marketing, Administration, Management), Communications (Digital or Radio), Religion (Biblical Studies).

Other comments: Standing/sitting, computer use, phone use, domestic travel may be required.