



2250 East Devon Avenue, Suite 150, Des Plaines, IL 60018 | 847.299.9500 | MediaTracks.com

INTERNSHIP IN SOCIAL MEDIA/MARKETING FOR 2021

Academic Credit Available – Unpaid – June through August (flexible)

Are you a good writer who loves social media? Can you write with a warm, professional and informative voice? Can you listen to a podcast and choose the quote most likely to entice others to listen? Can you distill the essence of a story to 140 characters or less? Can you be funny and provocative without being offensive?

MediaTracks Communications produces two award-winning, nationally syndicated public affairs programs, [Radio Health Journal](#) and [Viewpoints](#), heard each week on Apple Podcasts, Spotify, and over 1,000 radio stations nationwide (as well as all verified podcast platforms). We're seeking interns who want to work side by side with industry experts to gain real-world experience in writing, editing, blogging, social media, communications, marketing and broadcast media in a close-knit, casual working environment. You will be relied upon and expected to work independently without much supervision (and lots of responsibility) once trained. Our interns have gone on to work for NPR's *All Things Considered*, KNX-AM Los Angeles, WAND-TV, ESPN, ABC News, Disney, Sundance Film Festival and us.

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Responsibilities:

- Create and curate content for websites, blogs, and social media pages
- Cross-promote our program guests' books, causes, and projects while introducing our programs to their fans and followers
- Interpret the meaning behind complex stories, pull out the "killer" quotes and facts and incorporate into social media posts that connect with listeners and drive traffic

- Develop strategies for reaching out to affiliates and creating a community of listeners
- Build awareness of our podcasts on several platforms

Requirements:

- Excellent written/verbal skills – including grammar and proofreading
- Hard-working self-starter with professional demeanor, and a high regard for deadlines
- Quick learner, familiar with WordPress, Facebook, Twitter, LinkedIn, Hootsuite, etc.
- Freshman, Sophomore, Junior, Senior living in the Chicago area
- Available to work 2 days, for 8-12 weeks, from 9 am–4 pm
- An open mind and willingness to dive into a variety of tasks regardless of prior experience (you might end up helping to write/produce Radio Health Journal segment, you never know!)

How to Apply:

Submit application materials through [Handshake](#), or fill out the [application form on our website](#) (go to the on the Internships page under About). Attach your resume, 2 writing samples, as well as a blurb about yourself. Tell us about relevant coursework, projects, experience, what you'd like to learn, future plans, as well as your availability. You can include links to online work. Note: Include "INTERNSHIP APPLICATION" in your subject line.