

**INTERNSHIP OPPORTUNITY
NATIONAL WMU
BIRMINGHAM, ALABAMA**



ALL OF OUR INTERNSHIPS ARE UNPAID IN EXCHANGE FOR COURSE CREDIT. STUDENTS MUST BE A JUNIOR OR SENIOR IN COLLEGE TO QUALIFY.

TITLE: *New Hope & WorldCrafts Marketing Intern*

TEAM: New Hope & WorldCrafts

POSSIBLE RESPONSIBILITIES:

- Assist with development of communication pieces
- Write press releases
- Research and facilitate online communication avenues including related blogs, ministries, events, and influencers
- Develop and implement online communication plans
- Enhance digital content with media and links as appropriate
- Write copy as needed for print and online ads
- Assist with catalog development
- Assist with trade show planning and implementation
- Learn merchandizing and packaging as it relates to retail for WorldCrafts and New Hope Publishers
- Assist with implementation of online marketing strategy
- Research trends in color, design, styles for WorldCrafts product development
- Participate in New Hope Publishers' acquisition title and cover design process using evaluative and comparative analysis, online research, and focus groups
- Assist with prepping and coordinating materials for press kits
- Assist as needed with various components of publicity campaign
- Participate in reading and evaluating book manuscripts for marketability and design
- Participate in team meetings including goal and budget discussions, marketing discussions, and other team development activities

If you are interested in the internship opportunity, feel free to submit a resume to Human Resources:

- Email: hr@wmu.org
- Fax: (205) 995-4827
- US mail: 100 Missionary Ridge, Birmingham, AL 35242