

**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:** *WorldCrafts Marketing Intern*

**TEAM:** WorldCrafts Hub

**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
- Assist with implementation of online marketing strategy
- Research trends in color, design, styles for WorldCrafts product development
- 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:

- Email: [interns@wmu.org](mailto:interns@wmu.org)
- US mail: 100 Missionary Ridge, Birmingham, AL 35242