



Digital Media Intern

Emmis Austin Radio has earned a reputation as a fun, exciting, and innovative company, where every individual is part of the team. Emmis Austin Radio is a branch of Emmis Communications with a cluster of seven radio stations in Austin, TX including: KLBJ-AM (590), KLBJ-FM (93.7), KGSR (93.3), KROX (101.5), KPBA (103.5), KLZT (107.1), and Latino 102.7. **All EAR internships are for school credit only and are unpaid positions.**

Job description:

The Digital Media Sales intern will assist in the day-to-day groundwork that goes into selling and executing online, mobile, and social media advertising for all station websites.

Responsibilities include but are not limited to:

- Gaining experience with various types of interactive advertising (texting, web, email, display, and social media)
- Assisting the Digital Project Manager in campaign execution, specifically with design and communicating with sales people about banner ads
- Learn how to use DoubleClick software for ad serving and reporting
- Learn how to utilize media measurement tools to develop web analytics and other data to drive key insights and strategies
- Learn how to make sample web pages in Photoshop for Account Executives to present to clients
- Helping develop success stories and presentations to present to clients

Requirements:

- All interns **must** receive school credit from an accredited college, university, or institution (no exceptions)
- Available to work 15-20 hours a week required (flexible scheduling)

Skills:

- Knowledge of Excel, PowerPoint, and Word
- Experience with Photoshop/ Video Editing/ Ad Design is a plus, but not necessary
- Strong interest in digital advertising
- Good communications Skills

Please send a resume with cover letter to: MBMyers@emmisaustin.com. Refer to posting and no phone calls please. Internships are available during the fall, spring, and summer semesters.

**EMMIS COMMUNICATIONS/EMMIS AUSTIN RADIO
IS AN EQUAL OPPORTUNITY EMPLOYER**