Social Media & Development Internship at WDNA 88.9FM

Known worldwide as South Florida’s premiere jazz music station, WDNA was licensed in 1977 by the FCC to the Bascomb Memorial Broadcasting Foundation, Inc., a non-profit organization. Our mission is to provide quality public-centric music, arts, and cultural programming to the residents of South Florida and beyond.

WDNA seeks a social media & development intern to help produce engaging content and to assist in fundraising efforts. This position works with WDNA’s Development & Membership Coordinator.

The ideal candidate is creative, organized, a good communicator, with interests in public/independent media and music.

Responsibilities

- Design social media images for Facebook, Twitter & Instagram based on fundraising campaigns, station events, and on-air programming
- Schedule engaging and relevant content on FB, Twitter and Instagram for WDNA audiences
- Check insights and analytics to monitor audience engagement & determine effective content
- Assist in copy writing for promotional efforts - on air, web & social media
- Assist with producing fundraising and campaign collateral
- Assist in volunteer scheduling by compiling, editing and scheduling volunteer e-blasts
- Occasionally answer phones and make phone calls regarding membership
- Upload Livestream concert videos to YouTube

Requirements

- Good knowledge of, and proficient use of Facebook, Twitter and Instagram (Training on organizational use of social media will be provided).
- Learn about WDNA programming and audiences
- Organized and quick to learn
- Willing to ask questions and contribute ideas
- Ability to work independently and manage time wisely
- Excellent communication skills – able to hash out ideas/concepts and put them into words, copy; able to speak effectively, engaging people in person, and on the phone
- Excellent writing skills
- Some form of basic design/artistic/creative skills
- Personal laptop
- Reliable transportation

Hours & Compensation

- Unpaid internship
- School credit
- Flexible schedule
- One semester minimum commitment

Email your resume & why you’d like to intern at WDNA to:
Sarah Cruz, Membership & Development Coordinator
scruz@wdna.org