Digital Platforms Internship

Who We Are:

Detroit Public Television (DPTV) is the viewer-supported PBS member station serving the nation's 11th largest television market. We operate four on-air channels, which are carried on cable and satellite systems throughout Southeast Michigan and over a thousand communities in Canada:

56.1: our main channel
56.2: our 24/7 Kids Channel
56.3: Create (how-to information)
56.4: The World Channel

We also operate WRCJ 90.9 FM, the city's only classical and jazz radio station.

Our vision is to educate, entertain and inspire, in partnership with our community.

DPTV is notably active in the community producing local programs that showcase arts, culture, news and analysis, as well as educational outreach initiatives that use the power of media to provide knowledge and understanding.

Detroit Public TV is built on relationships and fosters the relationships it has with employees. We are committed to providing a creative, positive and professional work environment.

DPTV has offices in Detroit and Wixom. Digital Platform Interns will work primarily in Wixom.

What You'll Do:

A Digital Platforms Intern will have an opportunity to gain first-hand experience, working alongside experienced professionals who will provide guidance, instruction and mentoring. The internship will involve reporting, writing and editing for the many and varied projects of the Communications and Engagement Department. That will include digital and social media posts, print articles, emails, media releases and other assignments as needed. The intern will learn how to create and execute plans for the communications, engagement, journalism, education, events, video production, programming and all the other exciting and valuable projects that the department undertakes to help fulfill the mission of the Detroit Public Television.

Essential Functions:

- Conceive, design and produce web pages that deliver DPTV content to a digital audience
- Design, write and produce content for the various e-newsletters of the station
- Transcode video files from broadcast-ready to a web-optimized format
- Create video clips and promotional social videos using QuickTime Pro and Adobe Premiere Pro
- Review videos to write summaries and develop key words for meta data
- Add meta data to video content delivery networks (CDN) including YouTube and Vimeo
- Help compile analytic reports for monitoring our online and social media communications
Attend and participate in departmental and station-wide meetings to discuss content, engagement and promotion

Collaborate with the Events team to publicize, manage and promote events

Collaborate with members of the Digital, Communications and Engagement teams, as well as departments throughout DPTV

Other duties as assigned

Learn, Create, Accomplish, Enjoy

Skills:

- Basic Microsoft Office skills required, including Excel
- Editing software like Premiere
- Ability to design web pages
- Strong communication skills, both oral and written.
- Ability to participate within a team and also work independently as needed
- Organizational skills, with an ability to prioritize time-sensitive assignments

Qualifications:

- Must be currently enrolled in 4-year university, sophomore or higher status preferred – or have graduated within the past 12 months with a relevant degree
- Pursuing a communications, journalism, marketing, art, design or related degree
- Able to work 12-20 hours per week for a maximum of 1 semester, or 16 weeks. Some weekend and late evening work may be required

What You’ll Get:

- Opportunities to participate in personal and professional development programs
- Opportunities to serve our mission and community
- A great work environment.

The internship program is unpaid and focuses on education and training.

How to Apply:
Send resume and cover letter to:
HumanResources@dptv.org

Human Resources
WTVS Detroit Public Television
1 Clover Court
Wixom, MI 48393-2247

*No telephone calls or third parties. Please include the title of the position in the subject line of the email.

Posting Date: 07/26/2019

Detroit Public Television is an equal opportunity employer committed to a culturally diverse workforce. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, gender, sexual orientation, gender identity, age, disability status, marital status, military status, or protected veteran status. Employment decisions at Detroit Public Television will be based on merit, qualifications, and abilities. The specific statements above are not intended to be all inclusive.