

INTERNSHIP

APPLICATION GUIDELINES



Internships

at *Lehigh Valley Style* and Innovative Designs & Publishing provide college students the opportunity to gain valuable experience and exposure to the exciting world of publishing. We provide students the chance to learn skills in a variety of areas including editorial, marketing/public relations, accounting, graphic design, photography and digital marketing.

Interns can receive college credit and positions are offered at both part-time (approximately 15 hours a week) and full-time (approximately 30 hours a week) with flexible hours. Though unpaid, internships are a great way to help students explore their career options and gain experience outside the classroom.

Editorial

Students seeking an editorial internship must be majoring in English, journalism or communications. Responsibilities include (but are not limited to): writing (for print and web), fact checking, picking up/dropping off items for photo shoots, as well as assisting on photo shoots. Upon completion of the internship, students will have amassed a variety of published writing clips. Juniors and seniors are preferred. All applicants are expected to have a vehicle and have a willingness to explore the area.

Marketing/Public Relations

Marketing interns must be majoring in marketing, public relations, business or communications. Responsibilities include (but are not limited to): assisting with the development and execution of company events and launch parties, verifying advertising information, preparing content for monthly flyers and email communication, collecting email addresses from former clients and maintaining an email database, preparing content for postcard mailers sent to specialized contact lists, researching and developing content for marketing materials, and researching and procuring new clients. As a marketing intern, students must be comfortable with multi-tasking and have a willingness to assist with many projects simultaneously. Strong organization and communication skills are a must. Proficiency in creating Excel spreadsheets is a plus. All applicants are expected to have a vehicle.

Accounting/Finance

Accounting interns are expected to be majoring in accounting or finance. Responsibilities include (but are not limited to): assisting the accounting department with monthly billing of publications, daily deposits, data entry, processing and filing tear sheets, invoices and vendor bills. As an accounting intern, students must be have an attention to detail, be highly organized and effective communication skills are a plus. All applicants are expected to have a vehicle.

Graphic Design

Graphic design interns must be majoring in graphic design; photography skills are a plus. Responsibilities include (but are not limited to): designing flyers and postcard mailers, developing email marketing, designing and preparing PDFs of artwork for Innovative Signs & Graphics with client approval, interfacing with sign shop fabricator to complete projects, and updating and revising existing flyers. Graphic design interns work closely with designers from all publications and departments within the company. Candidates must be proficient in Adobe Software including Photoshop, InDesign and Illustrator programs. All applicants are expected to have a vehicle.

Photography

Photography interns must have previous photography and Photoshop experience, as well as their own camera and equipment. Responsibilities include (but are not limited to): assisting on photo shoots, shooting product and area retailers, still and video clips for web, and candid shots of attendees at special events. Other responsibilities include photo editing, color correcting, labeling and organizing photos, and other daily projects as needed. As a photography intern, you will be expected to travel around the area and have your own vehicle.

WEB/SEO/Digital Networking

All interns must have familiarity with online networking sites and some SEO background. This intern will assist the staff in updating web pages like Facebook, Myspace, Twitter, Tumblr, etc. They will assist the marketing department with email blasts. Additional responsibilities will include uploading content to the company publications' main websites, tagging images and pages. HTML coding will also be introduced to the intern. This intern will also assist with the population of GEO-based directories.

How to Apply

Send a cover letter, resume and samples of your work to the following contacts. Please, no phone calls.

EDITORIAL INTERNSHIPS:

Kristen Rinaldi krinaldi@idpcreative.com

MARKETING or PHOTOGRAPHY INTERNSHIPS:

Kelli Hertzog khertzog@idpcreative.com

ACCOUNTING AND FINANCE INTERNSHIPS:

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GRAPHIC DESIGN INTERNSHIPS:

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WEB/SEO/DIGITAL NETWORKING INTERNSHIPS:

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