

MINNEAPOLIS ST. PAUL
BUSINESS JOURNAL
2010 SUMMER
MINORITY INTERNSHIP PROGRAM
SALES & MARKETING

Period of Internship: May – August 2010
Location of Internship: 120 S 6th St, Suite 900, Minneapolis
Wage: \$10.00/hr; parking/transit not provided
Schedule: Up to 40 hours per week; M-F between 8-5

COMPANY SUMMARY

Published weekly in print, daily by email and continually on the web, the Minneapolis/St. Paul Business Journal is in its 27th year of being the market leader in business news and information. The Business Journal is owned by American City Business Journals – the largest publisher of business journals in the nation. As a growing, profitable, privately held company, we are looking for talent to join our team.

GENERAL JOB SUMMARY

The sales and marketing intern will work under the guidance of the marketing director. The intern will get involved in all aspects of circulation sales and marketing. Upon completion of the 12-week program, the participant will leave with a global understanding of business journal publishing and how a circulation sales and marketing department operates. Specific areas of learning will be inside/outside subscription sales, goal setting and success measures, time management, event marketing and customer relations.

MAJOR JOB FUNCTIONS

Circulation Sales/Customer Service – Experience in this area will include making telephone sales calls, selling at 1-2 events (Business Journal events or outside trade shows/mixers), collection and customer service calls.

Marketing – Circulation director will assign 1-2 marketing projects for the intern to complete from start-up to implementation. Examples are setting up a gift certificate program or local direct mail campaign.

Goal Setting & Analysis – Based on the marketing project, the intern will learn the following: How do we determine if a program should be implemented? How do we project response? How is success measured (CPO, etc.)?

Publishing Knowledge – The intern will meet with each manager to understand the role each department plays within the paper. This includes understanding the editorial/production/printing flow.

JOB SPECIFICATIONS

Must be a college-level junior or senior majoring in business OR individuals interested in a career on the business-side of publishing. Specifically, the candidate's interests and skill set should include:

- Interest in sales/marketing
- Creativity as it relates to marketing
- Computer literate – proficient in basic applications such as Word or Excel.
- Strong written and verbal communication skills.

HOW TO APPLY: Deadline for applications March 30, 2010

- Send cover letter; completed application; three references to:

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