

Summer 2022 Sales Internship

Description:

North Central Florida Media Group, home of K-Country and Wind-FM, has a great paid internship for B2B sales – specifically in the Broadcast, Digital, and Event Marketing field. Our team of professionals are valued, respected and appreciated. We foster a culture of mentorship, collaboration, teamwork and professional growth.

If you are ambitious and driven to succeed, we should talk about our summer internship at North Central Florida Media Group in Ocala. You will learn about our innovative radio and digital media marketing solutions to businesses in North Central Florida. Our capabilities include an array of on-air, online and onsite event opportunities unmatched by any other companies in the region.

93.7 K-Country and 92.5/95.5 Wind-FM have been prolific radio stations for over a quarter of a century. We offer excellent platforms to create leads and help businesses grow. We produce concerts and events that provide opportunities for consumers and businesses to engage in person.

Our internship offers an opportunity to get involved with Targeted Display, geo-fencing, online promotions, social campaigns, streaming and of course radio advertising.

Responsibilities:

- Help our Account Managers identify and engage with new and existing clients to understand business objectives and create integrated marketing campaigns designed to produce results.
- Help our Account Managers generate new business opportunities.
- Help our Promotions Director facilitate on-air, online and onsite promotions.
- Be open to learn and continue to learn about sales process and ever-evolving capabilities.

Qualifications:

Preferred

- A degree candidate in related discipline strongly desired such as business, advertising or marketing.
- Proficient use of Microsoft Office (Word, PowerPoint, Outlook, Excel and Teams).
- Ability to multitask, manage several assignments and prioritize work in a fast-paced, deadline-driven environment.
- Solid understanding of marketing principles and applications in business.
- Some understanding of marketing solutions via digital and social platforms.

Contact:

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