

WEND INTERNSHIPS

Department: Editorial

Job: Social Marketing Intern

Reports to: Anna Brones, Senior Editor

Start Date: TBD

Submit Resume to: internships@wendmag.com

Job Description: Responsible for all aspects of Wend Magazine's social marketing

***All Wend internships are unpaid internships**

WEND INTRO

Wend magazine is a 3 year old adventure travel magazine with a commitment to activism and environmentalism. We print real stories, written by real people and believe that part of going off the unbeaten path means making sure that the path doesn't get beaten. That's why we print on FSC-certified paper with soy based inks and offer our readers a digital subscription if they want to go paper-free.

But Wend is much more than a magazine; it's a complete media company. We engage with our readers through a variety of channels: print, podcasts, videos and social networks. This makes Wend a lifestyle, built upon our three part tagline: adventure, inspiration, activism. Wend is looking for an intern that believes in these ideals and is ready to be a part of the Wend team.

INTERN DESCRIPTION:

- 15 hours a week, 3 months
- Maintain Twitter account and build connect with new Twitter users
- Maintain Facebook Profile page
 - Status updates 1-3 times/week
 - Upload video
- Maintain Facebook Fan page
 - Update RSS feed
 - Upload photo/video when possible
 - Find new applications that would make fan page more fun and user friendly
- Maintain Matador Travel profile
 - Link all "Life at Wend" or "Sassy" posts to profile. Post one paragraph and link to rest on Wend
 - Comment on other Matador users blogs that are cool
- Establish list of contacts at other green and travel oriented sites for PR contact
 - Keep an excel sheet of email addresses and what sites they are for. Maintain it through google docs so everyone can have access to it
- Stay up to date on new social networking sites and other social media that we should be using
 - What's new? What's all the rage? What will drive more traffic? Wend needs to be doing it!
- Find and post on forums that can relate to Wend (hiking, traveling, cycling, etc.)

- For example: post about Liz Clark on sailing forums, The Wild Image Project on kayaking forums, etc.

GENERAL INTERN EXPECTATIONS

As part of the Wend team, all interns – no matter what their department – will take part in general Wend duties. This may include, but is not limited to:

- Office upkeep
- Event planning and participation
- Weekly meetings
- Be familiar with current issue and all online departments
- All interns will be expected to be part of the Wend Street Team – monthly/bi-monthly trips around town to hand out magazines and do other forms of marketing
- Interns will be teamed up with a local non-profit and commit to 4-8 hours of volunteer work per month