



Position: 2017 Audience Development/Event Marketing Intern

Location: New York, NY (in person)

Direct Report: Associate Director, Event Marketing & Partnerships

NewBay Media serves readers and business partners in five dynamic, inspired, creative, and interactive vertical markets. Built upon an information network of award-winning magazines, conferences and events, online communities, and marketing services, NewBay Media reaches millions of professionals worldwide in print, in person and online.

The internship will the focus primarily on the marketing of at least 3-6 of the events mentioned below:

Events Include:

- Technology Leadership Awards (@NAB)
- VIDWeek
 - The Programmatic Summit
 - Next TV Summit
 - Emerging Video Technologies: VR, AR, and the Coming War for Attention
 - Next Wave of Leaders
- Digital Media Tech Leadership Summit
- News Technology Summit
- Streaming Tech Leadership Summit
- NYC TV & Video Week
 - B&C Hall of Fame
 - Virtual Reality 20/20
 - Advanced Advertising
 - Next TV New York
 - Hispanic TV Summit
- GV Expo
 - The National Drone Show

This opportunity is unpaid, but we can offer course credit, flexible hours (15 - 20 per week) and REAL work experience.

Some Duties May Include:

- Assist in execution of event marketing partnerships
- Update and analyze various reports
- Promote events using social media (Twitter, Facebook, LinkedIn and Instagram)
- Proofread online and print marketing promotions
- Audit our websites checking for broken links and edits in general
- Market research for competitor analysis
- Working on-site to assist with event initiatives
- Other projects as required

Opportunities to Learn:

- Email Marketing: Email Creation / list selection / deployment / analysis
- Social Media Marketing- incl. paid campaign promotions (Twitter, Facebook, LinkedIn and Instagram)
- Partnerships/Barter Agreements- creation, outreach, maintenance
- Market Research (data, sponsorship, graphics)
- How Audience Development plays a role in a media/publishing company

Requirements:

- Strong interest in communications, marketing and media
- Solid record of academic achievement
- Excellent communication skills (must be able to read and write using the English language successfully)
- Excellent attention to detail
- Knowledge of social media
- Proficiency in MS Office (including Excel and Word)
- Positive attitude and a team-player mentality
- 3 month commitment (3 full days a week)

About NewBay Media

NewBay Media's market leading brands are centered on five vertical markets -- **Pro Audio, Broadcast and Video, Music, Consumer Electronics** and **K-12 Education**. NewBay publishes and produces over 40 publications and show dailies, 50 websites, 30 daily and weekly E-Newsletters, 3 expos and over 50 custom publishing efforts annually.

www.newbaymedia.com

NewBay reaches over three million readers in print and one million online and in person -- around the world in over 100 countries. NewBay Media is a trusted source to millions of readers and valued partners including advertisers and associations around the world. Headquartered in New York City, NewBay LLC is a privately held portfolio company owned by The Wicks Group. Additional NewBay offices are located in San Francisco, Los Angeles, Washington DC, London, and Milan.

Note: Projects change daily/weekly and you'll work one on one with department managers to learn many aspects of audience development.