

SUMMER 2014 INTERN: PARTNERSHIP MANAGEMENT

HIRING MANAGER: Sr. Director, Partnership Management

LOCATION: McLean, VA

HOURS PER WEEK: 37.5

In search of talented college or grad students looking for an experience enriching paid summer internship. Come join Gannett, a top global digital media and Fortune 500 company, for our 2014 Gannett Digital Summer Intern Program. As part of the Gannett Digital team, you will develop, integrate and apply digital technologies in support of our strategic initiatives. This 8-week (minimum) program offers mentoring from those at the top of their game, networking and real world experience in a fun, start-up like environment. As part of our team, you will work on meaningful and impactful projects as well as connect with other interns and engage in professional development activities supplemental to the job. Come join us!

PURPOSE:

This self-motivated, hardworking individual will report to the Sr. Director of Partnership Management and ideally will have working knowledge of product management, business development, social media, digital analytics, mobile products, digital video, and relationship management. Most importantly, this individual must work well with others and should enjoy engaging people in conversations in order to identify areas where existing partnerships can be further cultivated.

KEY RESPONSIBILITIES: *Intern duties include:*

- *Assist the Partnership Management team in their day-to-day operations, managing a large portfolio or partners across multiple verticals, include video, social, mobile, tech & ops, advertising, ad ops, recirculation, analytics, gaming, and more.*
- *Generate reports that track partner KPI's, and identify opportunities for improvement/optimization.*
- *Meet with divisional stakeholders to identify areas of improvement for existing partners, and research potential new partnerships*
- *Assist with special projects in the Video and Social partner verticals.*
- *Develop and present a business case for optimizing Gannett's YouTube programming strategy with input from editorial stakeholders, the business analytics team, and via extensive market research.*

EDUCATION, EXPERIENCE, SKILLS, KNOWLEDGE & ABILITIES:

- *Business / Economics/ Finance/ Marketing/ Communications with a GPA of at least 3.0*

GANNETT DIGITAL SUMMER INTERN 2014 JOB DESCRIPTION TEMPLATE

- Must possess strong Office, PC and Mac skills (Keynote and/or financial modeling experience a plus).
- Excellent organizational, analytical, and oral & written communication skills.
- Enjoys multi-taking and works well independently.
- Interest in digital technologies and building relationships with partners.