

## **Roanoke Business Magazine**

### **INTERNSHIP OPPORTUNITIES AND EXPECTATIONS**

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Roanoke Business is a three-year old monthly glossy business magazine distributed across the Roanoke, Blacksburg and New River Valley Region. It reaches business leaders and other decision makers by being distributed with Virginia Business magazine, as well as through freestanding distribution points in grocery stores, coffee shops and other locations. It has a monthly circulation of 10,000 copies.

There are cross-disciplinary internship opportunities in three areas: digital content development, marketing and advertising sales. Teams in each of these areas will consist of two to three students each and will work with the magazine's professional editorial and advertising sales staff. Internship opportunities and expectations for each team are the following:

#### **Content Team**

The content team will be responsible for completing the design and development of the [Roanoke-business.com](http://Roanoke-business.com) website, as well as creation of a daily email newsletter, social media, and other industry vertical newsletters. Website design will utilize the ExpressionEngine content management system, making it compatible with [virginiabusiness.com](http://virginiabusiness.com) for cross-pollination of regional and statewide content. The content team will work with the marketing team on the development of industry verticals and with the sales team to design client-specific opportunities. There will also be opportunities for bylines in the statewide products of Virginia Business. **(2-3 students. Expected individual time commitment: Six hours weekly.)**

#### **Marketing Team**

The marketing team will provide business intelligence for product development and sales efforts with the goal of increasing Roanoke Business' print and digital revenue. This will include ongoing competitive analysis and prospect development for the sales team, design of promotion materials, analysis of industry segments for content and new product targeting, as well as the development of events marketing opportunities. **(2-3 students. Expected individual time commitment: Six hours weekly.)**

#### **Sales Team**

The sales team will make advertising sales calls for both print and digital media. These calls will be made using email, telephone and face-to-face selling techniques. All sales activity will be logged into the Salesforce.com customer relationship management system. Sales team members will be to develop substantial sales skills and experience through real-life experience. They will work with the content and marketing teams by

providing customer feedback and helping to develop media plans and sales opportunities, customized to meet client-specific needs. When appropriate client needs arise, the sales team will also be able to sell into the statewide products of Virginia Business. **(2-3 students. Expected individual time commitment: Six hours weekly.)**

### **Post-graduation Employment Opportunities**

In addition to Roanoke Business, Virginia Business Publications has statewide personnel located in offices in Richmond, Norfolk and Roanoke. It is hoped that student interns will have an interest in potential job opportunities at Roanoke Business or Virginia Business once they have completed their degree programs.

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