About us: SkySkopes was the first North Dakota startup legally approved by the Federal Aviation Administration to fly unmanned aircraft for business purposes and has grown to the scale of national and international operations. Located in the UND Center for Innovation, SkySkopes employs 25 people and flies its large fleet of aircraft for industrial inspection, security purposes, precision agriculture, training certification, and other applications.

What we’re looking for: SkySkopes is seeking enthusiastic UND students looking to gain real-world experience as a marketing intern at a local business. Interns will provide support and assistance to staff in the areas of marketing, promotion, public relations and graphic design. Interns may be asked to head projects and create reports for the company. The intern will report directly to the SkySkopes Director of Marketing and Media Relations, who will assign projects and work.

Requirements and experience: The internship is open to UND School of Business and Public Administration students. Credit can be received through one of two tracks within the Marketing Program:

- **Internship**: Nine hours of marketing classes, 2.75 GPA, consent from internship coordinator and S/U grading.
- **Cooperative**: Prerequisite of Marketing 305, consent from internship coordinator and S/U grading.

Students applying should have:

- Strong writing skills
- Background in marketing, business or entrepreneurship
- Experience with Microsoft Office
- Experience with Google Drive and its components
- Experience with Adobe Indesign, Illustrator and Photoshop a plus
- Photography and video experience a plus

Job duties include:

- **Social media**: Intern will assist in managing social media accounts administered by SkySkopes.
  - Create content that can be posted to these platforms.
  - Create strategies to meet specific goals on each platform.
  - Interact with clients and other followers as needed.

- **Promotion**: Interns will create marketing content that can be utilized in everyday business tasks and for special occasions.
  - Create descriptions and other standardized copy for use in promotional materials.
• Identify advertising strategies and opportunities
• Assist in the creation of print, web and TV advertisements.
• Organize company events and attend them to photograph and videotape for marketing and promotion materials.

**Graphic design:** Interns will use graphic design, photography and videography skills to produce marketing, promotional and media materials.
• Build materials from photos, videos and writing.
• Create templates for brochures, letterheads, posters and other items as needed.
• Accompany pilots and other staff on missions to photograph and videotape company tasks to be used in materials.
• Produce photos and writing that can be published in the company newsletter.

**Public relations:** Interns will assist in managing public and media relations efforts.
• Help draft press releases.
• Create local, regional and nation media listings
• Create a press kit that can be given to journalists at events and posted online.

**Work schedule:** Spring 2017 semester; approximately 15 to 20 hours per week.

**Compensation:** The internship position is unpaid, but UND credit is available for qualifying students.

**How to apply:** Applicants can submit their resume and cover letter through UND Career Connect or materials can be emailed to or dropped off with:

Brandi Jewett
Director of Marketing and Media Relations
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For more about SkySkopes, visit www.skyskopes.com
or find us on social media