



## Internship Description

<b>Position:</b>	Programming Intern	<b>FLSA Status:</b>	Non-Exempt
<b>Market / Division:</b>	Fusework Studios	<b>Position Reports To:</b>	Application Designer

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### COMPANY OVERVIEW

Fusework Studios is the Internet and Technology division of Rutter Communications Network. Rutter Communications is a privately held, multi-media company headquartered in Muncie, IN with interests in television-advertising representation, film and video production, Internet marketing and information-technology support. Rutter operates three distinct divisions including Rutter Media, Ideavenue and Fusework Studios.

### POSITION SUMMARY

An intern position in the Internet Marketing department at Fusework Studios will work in a team environment with responsibilities that actually span three main areas: Internet Marketing, Content Development and Quality Assurance & Support. Actual work experience will be gained through direct and in-direct contact with clients and internal customers. The Programming Intern will learn the newest forms of Internet marketing and see them put into practice for real clients. Hands-on experience will also come from building, populating and testing actual web sites. Candidates must possess a strong work ethic and outstanding communication skills. Ability to learn Fusework modules for content entry is important. Performs other related duties as assigned.

### POSITION INTERACTS WITH

The Programming Intern primarily interacts with other members of the Fusework Studios' staff and will also have interaction with clients and members of the Rutter Communications staff.

### OBJECTIVES

#### Internet Marketing

- Analytics report preparation and interpretation.
- Assisting with planning and development of promotions.
- Keyword strategy and implementation.

#### Content Development

- Generate, collect, and enter content that can be in the form of images, text, formatted text, flash videos, audio, links, PDF, and other forms.
- Could range from Web page development to data entry.
- Ability to learn Fusework modules for content entry.
- Must be able to work with clients to meet and exceed their needs for their Web sites.

#### Quality Assurance & Support

- Testing applications to find any issues ranging from programming to usability before Fusework Studios turns projects over to clients.
- Willingness to learn development cycle of projects to better enhance testing controls.
- Help with corrections, adaptations, and enhancements to the site, including updates to content, implementation of new procedures and forms, and changes to the navigation pattern.
- Meet with Fusework Project Managers to determine next steps and action plans.

**KNOWLEDGE, SKILLS AND ABILITIES NEEDED**

- Pursuing a degree in Computer Science.
- High school diploma a must.
- Programming knowledge for this position would be required. Knowledge could range from HTML, JavaScript, VBScript, and other Web development languages.
- Experience using Microsoft Word and Microsoft Visio required.
- Fundamental knowledge in Microsoft SQL, MySQL, and Microsoft Access databases required.
- Teamwork skills required.
- Some working knowledge of Photoshop or Fireworks for image work.
- Knowledge and experience in using Web forms to enter data useful.

**SUPERVISORY RESPONSIBILITIES**

None

**PHYSICAL REQUIREMENT OF THE POSITION**

The key physical requirements of this position include a normal range of hearing and vision; and eye-hand dexterity and manual dexterity sufficient to operate a keyboard, photocopier, telephone, calculator, fax machine and other office equipment.

**MENTAL REQUIREMENTS OF THE POSITION**

Must understand vague and implicit instructions and react favorably in all work situations; must be mentally adaptable and flexible in dealing with a variety of people; is frequently called upon to handle difficult situations. Must be knowledgeable in office procedures, and able to answer questions in a professional and friendly manner; must be able to compile computer reports. Must understand people and be able to communicate effectively with them.

**EQUIPMENT USED**

Computer  
Telephone  
E-mail  
Voice Mail

**WORKING CONDITIONS**

Occasionally called upon to work after normal office hours in order to meet a deadline.

*The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the duties of the job.*

**THIS JOB DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT**