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| **High school summer intern: Marketing Internship** | | |
| Program  **Youth Employment Project** | | |
| Position Title  **Marketing Intern** | | |
| Reports to:  **P.O.C at the Business** | | |
| Job Description Number | Pay Grade | Revision Date |

**Job Summary:**

Energetic, interested assistant prepared to support the engineering department. Will support projects and on a rotating basis all departments, teams and special projects as requested. We are looking for someone with an interest in marketing, journalism, and/or photography.

**Essential Functions:**

Week 1

* Overview of the marketing/municipal information divisions.
* Overview of software and other tools used by these divisions. Training with these tools if necessary.
* Review of current marketing materials.

Week 2

* Meeting to learn software and trend analysis.
* Assist with prep for upcoming events: packets, inventory promo items, inventory activity materials, fill visitor’s bags, place signs and fill distribution racks at Visitor locations.
* Assist in planning meetings activities.
* Attend Farmer’s Market with Marketing Specialist or other staff member, help staff the information booth.

Week 3

* Analyze marketing plans for large events in other similar regions.
* Content creation, including but not limited to, digital ads, videos, print media and signs.
* Create engagement lists for social media.
* Write articles for upcoming newsletters.
* Distribution of festival information to local businesses.

Week 4

* Take stock photographs for use in marketing and municipal information on the website, tourism listings, and social media.
* Utilize information gathered from research on marketing plans to develop a marketing plan for an event/project of their choosing.
* Create a comprehensive presentation pitching the marketing plan.

Week 5

* Give presentation to Marketing Specialist, Municipal Information Officer, Assistant City Manager and Human Resources Manager. Feedback will be provided to the intern regarding their presentation.

**Ability to work in a construction environment**: Given the nature of our projects, the intern must be comfortable working outside.

**Hours: 40 hours/week for 5 weeks or 20 hours/week for 10 weeks $12.50 per hour**

**Completes other duties as assigned or required to support the program(s).**

***APPROVALS***

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Employee Signature Date

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Immediate Supervisor Signature Date

***HUMAN RESOURCES DEPARTMENT***

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Human Resources Signature Date