



TAMPA DOWNTOWN PARTNERSHIP

Marketing & Communications Internship Program

June – August 2019

POSITION OVERVIEW

The Marketing and Communications Intern works directly with the Director of Marketing and Communications to oversee the organization's marketing, communications, public relations, brand and social media programs. The position is responsible for assisting in the planning and implementation of all marketing, communications, and branding for the Downtown Tampa Special Services District (SSD) and Tampa Downtown Partnership. The position coordinates with other Partnership team members to advance the organization and the SSD.

SCOPE

The internship position is responsible for managing the Downtown Tampa arts and culture events calendar. By maintaining a current calendar, the intern impacts several communications coming from the Partnership, including social media posts and weekly newsletters.

Projects are also assigned according to work load including, but not limited to; Fourth Friday, Partnership Event communication and press relations, Website content input and review, Website analysis, Media list management, Social media posts and campaign assistance.

JOB REQUIREMENTS

- Marketing or communications student preferred
- Knowledge of branding and business marketing principles and practices
- Strong copywriting skills
- Excellent organizational, planning and project management skills
- Advanced verbal and written communications skills
- Solid problem-solving skills
- Strong computer skills, especially Microsoft Office
- Extensive knowledge and familiarity with various forms of digital/social media
- Working knowledge of Adobe products such as Photoshop and InDesign
- Work at minimum 12 hours per week within Monday through Friday between 8am and 5pm

COMPENSATION

The Marketing and Communication Intern position is a paid position at a rate of \$10 per hour with no health/dental benefits.