



# SHOPPES ON THE PARKWAY

## Marketing & Event Planning Internship

**Overview:** Shoppes on the Parkway is currently seeking a dedicated, hard working marketing intern to join our team. Shoppes on the Parkway is a 17.09 acre retail center consisting of 104,009 square feet of space in Blowing Rock, NC. The site offers brands such as Gap, Columbia, American Eagle and many others. This is a part-time, hourly rate internship. This position reports to the Property Manager and Asset Manager.

**Who we are:** Shoppes on the Parkway is owned and operated by Oak Hill Management. We acquired the property in December, 2022 from Tanger Outlets who owned and operated the shopping center until its sale. We own over 3 million square feet of office, retail, medical, and warehouse space spread throughout Florida, North Carolina, South Carolina and Virginia. We are structured as a private equity company that relies on investors to fund the purchase of all properties and we are headquartered in Raleigh, NC. The website for Shoppes on the Parkway is <https://shoppesontheparkway.com>.

### Specific Duties and Responsibilities:

- Support marketing campaign planning and execution
- Write copy for social media posts, promotional emails, and other marketing collateral
- Assist in the creation of written, video, and image content for marketing
- Participate in marketing brainstorming sessions
- Assist in the management of website SEO
- Take part in formal and informal training opportunities
- Track, measure, and report the results of marketing initiatives

### Qualifications:

- Must have reliable transportation to and from work. Some work will be able to be completed remotely
- Applied understanding of basic marketing principles
- Familiarity with major social media platforms (Facebook, Instagram, Twitter, YouTube, etc.)
- Creative problem-solving skills
- Self-starter with ability to work independently
- Comfortable with multitasking in a deadline-driven environment
- Excellent written and verbal communication skills
- Understanding of SEO techniques and best practices
- Basic photography, image and video editing, and graphic design skills
- Extremely organized and detail-oriented

To apply, please email resume to [daniel@oakhillmgmt.com](mailto:daniel@oakhillmgmt.com)