Marketing/Design Intern
Reports to: Marketing + Event Coordinator

Position Overview:
The Marketing/Design Intern will assist in coordination and idea-generation of all social media marketing initiatives at the Downtown Development Association (DDA). The main responsibilities will include: maintenance of all platforms, research into best practices, and development and implementation of the digital marketing strategy.

A work week consists of ~20 hours (can have a flexible schedule) plus nights or weekends for DDA events. The internship will expand over 20 hours during the week Art & Wine Walk (Sept 14, Oct 12) and HollyDazzle: Festival of Lights (November 24).

Responsibilities and Duties:
Collaborate with our Marketing + Events Coordinator to develop social media campaigns, create print material, update the DDA website, and more.
Create relevant content to engage new and existing audiences and to promote Downtown Grand Forks with a consistent, strong branding identity.
Track and report growth of social media channels and effectiveness of campaigns on a weekly basis.
Attend all DDA events with the purpose of gathering content for distribution through appropriate social media channels.
Assist with real-time interaction during events using Instagram and Snapchat stories, and Facebook live.
Engage with local businesses through social media promotions, interactions, and original content creation.

Job Requirements/Qualifications:
Pursuing a career in Marketing, Graphic Design, or related field.
Interested in researching new trends and best practices in social media
Intrinsically motivated and a self-starter
Passionate about the community of Downtown Forks
Excellent written and verbal communication skills
An eye for composition and design (you know what looks good)
Relevant experience running social media campaigns, marketing, or branding
A working knowledge of Adobe Creative Suite or other creative tools

Application Requirements:
Please send your resume and cover letter to katie@gfdda.com. Sending a portfolio of previous work is optional but encouraged.