

Marketing Coordinator/ Internship Job Description



Reports directly to the President & CEO

Job purpose

The **Marketing Coordinator/Intern** will support the Chamber's communication and marketing efforts by assisting in the creation of visually appealing marketing materials, social media content, press releases, and branded communications. This is an entry-level position ideal for someone with a passion for graphic design and communications, looking to gain practical experience in a professional environment.

This position offers an hourly wage of \$16-\$18/hour DOE. This is a temporary internship position with the potential for growth based on performance.

Duties and responsibilities

- **Graphic Design:** Create visually compelling marketing pieces, including flyers, brochures, social media graphics, and website visuals that align with the Chamber's branding and communication strategies.
- **Social Media Support:** Assist in developing and scheduling social media content across various platforms to enhance engagement and promote Chamber events, programs, and initiatives.
- **Press Release Coordination:** Support the drafting, editing, and distribution of press releases to local media outlets, ensuring consistency in messaging and adherence to deadlines.
- **Branded Communications:** Assist in maintaining and reinforcing the Chamber's brand identity across all communications, ensuring all materials are cohesive and reflect the organization's values and objectives.
- **Content Development:** Collaborate with the Events & Communications Manager to develop content for newsletters, email campaigns, and other communication channels.
- **Photography & Videography:** Assist in capturing and editing photos and videos of Chamber events and initiatives for use in promotional materials and social media.
- **Administrative Support:** Provide general administrative assistance, such as organizing digital assets, maintaining content calendars, and supporting the coordination of marketing projects.
- **Collaboration:** Work closely with internal teams to ensure communication materials align with the Chamber's goals and contribute to its overall mission.

Qualifications

- Currently pursuing or recently completed a degree in Graphic Design, Communications, Marketing, or a related field.
- Proven experience in graphic design, with a portfolio showcasing a variety of design work.
- Proficiency in graphic design software, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Strong attention to detail and a keen eye for aesthetics.
- Familiarity with social media platforms and content creation.
- Excellent written and verbal communication skills.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Self-motivated with the ability to work independently and as part of a team.
- Basic understanding of photography and videography is a plus.
- Willingness to work flexible hours as needed.

Working conditions

- This position will primarily involve working indoors with occasional outdoor work.
- Work may require sitting for extended periods while using a computer and design software.
- The role may require lifting and carrying light equipment or materials (up to 25 pounds).

Physical requirements

- Lift, carry, push, and pull: The individual in this position normally lifts and carries objects not weighing more than 25 pounds, generally files or small office supplies and equipment.
- See and hear: Must have adequate visual acuity to translate information into the computer and complete manual documentation, this is required on an almost continual basis. Must have adequate auditory abilities to respond to staff and visitors

\$16-18/hour

Posting will remain open until filled

Updated August 2024