Position Description: Marketing/Social Media Intern

Reports to: Economic Development Director
Start/End dates flexible depending on availability.
Possibility of employment extension based on availability and performance.

Overview

The Boscobel Developers, through Community and Economic Development Associates (CEDA), is seeking a motivated, detail-oriented, and marketing-minded college intern with excellent communication skills. The purpose of the Economic Development Department is the improvement of our community through incentives, job creation, job retention, and quality of life.

Generally, internships are unpaid, although grant funds may be available to pay for certain activities. Position is open until filled.

Position Description

The Marketing/Social Media Internship is structured to provide the intern with substantial and transferrable skills and experience to progress professionally and personally. The intern will be involved in priority initiatives and gain experience working with a diverse set of stakeholders across multiple sectors (public-private partnerships, private business, city government, and community organizations). S/he will also develop important skills and experience as s/he works on the planning, development, and implementation of projects.

The Marketing/Social Media Internship is ideal for technical college, undergraduate and graduate students (currently enrolled or recently graduated) seeking careers in marketing, communications, public relations, economic & community development, city planning/management, policy & politics, urban development, landscape architecture or real estate. The program is designed for ambitious individuals seeking not only to build a strong resume, but also to make an impact on the community as s/he further develops important skills critical to a successful career.
It may be possible for a majority of the work to be performed remotely (e.g., from the Intern’s home or college), if the Intern has access to a suitable computer and software, high-speed Internet, and Skype or phone.

**Scope of Work**

The Marketing/Social Media Intern will work with the Economic Development Director to plan and conduct marketing, assist with website development and maintenance, manage multiple social media marketing platforms, and engage in correspondence with diverse stakeholders in support of tourism promotion, business retention and recruitment efforts, infill development, and the community’s comprehensive plan. The intern is also encouraged to design his/her own project to complete that will contribute to both the Boscobel community’s efforts and the intern’s academic and/or professional development.

Some of the specific initiatives in which the Economic Development Intern may be involved include:

- Assisting Economic Development Director with research for, and updating of, the Economic Development marketing plan and materials for the Boscobel business community.
- Assisting with design, implementation and maintenance of a new visitor website.
- Developing and posting content to multiple social media platforms, designing social media advertisements, and interacting with followers.
- Designing print materials, and arranging for printing and distribution.
- Accompanying Economic Development Director in marketing-related meetings, activities, and programs.
- Taking and organizing still photographs and/or shooting video for community promotion.
- Producing videos for community promotion.
- Other graphic design work, as needed.

**Qualifications and Personal Attributes**

Eligibility for Boscobel’s Marketing/Social Media Internship Program is limited to:

- Undergraduate, technical college, or graduate students currently enrolled or recently graduated with a major/concentration in Marketing, Communications, Graphic Design, Planning/Urban Studies, Landscape Architecture or related field.

**The ideal candidate will:**

- Have strong interests in marketing, social media, graphic design, photography and/or videography.
• Have strong interpersonal and written communication skills, time competency and organization skills, and a drive to practice and further develop skills learned in the classroom and/or through experience.
• Be an ambitious self-starter seeking to use the opportunity to develop both personally and professionally, gain new perspectives and experiences, and make a lasting impact on the community in which s/he is serving.
• Have the ability to work on PC and Mac platforms.
• Have a working knowledge of Adobe Creative Suite software, such as Photoshop, InDesign, Illustrator, Flash and Premiere Pro.

About the Boscobel community

Boscobel is a vibrant, small city located along the scenic Lower Wisconsin Riverway and the Highway 60 Scenic Byway. The community includes a beautiful downtown with buildings on the National Register of Historic Places, a high-tech industrial park with fiber-optic broadband, a bustling canoe/kayaking tourism business, world-class trout streams in the area, public parks with recreational amenities, a modern hospital, strong schools, nature trails on thousands of acres of freely accessible land, a public swimming pool and tennis courts, restaurants, and a movie theater open nightly ($3 movies).

For more information about the Boscobel community, visit www.boscobelwisconsin.com.

For more information about Community and Economic Development Associates (CEDA), visit www.cedausa.com.

How to Apply:

To be considered for the position, please send a cover letter, resume, and list of references (PDF format preferred) to tim.jacobson@cedausa.com. No phone calls please.