

Marketing Intern Job Description



Reports directly to the President & CEO

Part Time (up to 25 hours weekly) | Range \$14.42-\$17.50/hour DOE

Job purpose

The **Marketing Intern** will be responsible for supporting our team through the creation of engaging content for the organization to effectively promote and communication our programs and initiatives through branded campaigns that will be utilized throughout our marketing channels such as social media, print, web, and more.

This position is centered around content creation and social media management. This opportunity provides a unique experience to the right candidate to watch their content create live impact throughout our organization!

Duties and responsibilities

- Create and share engaging content, including text, images, and videos that promote the Grand Junction Area Chamber of Commerce's mission and efforts
- Utilizes graphic design elements to create content that is appealing to potential audience
- Ensure current social media strategy aligns with the organization's goals and values
- Respond to comments and direct messages on social media platforms with responses that generate positive correspondence
- Monitor engagement on platforms and interact with requests on social media posts
- Measure the success of social media campaigns using KPIs
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Assist with the development and creation of marketing pieces to promote events and upcoming engagement opportunities such as flyers, posters, and email campaigns.
- Assist with the development and creation of membership engagement materials and collateral.
- Assist with the development and creation of work-based learning materials and promotional items to encourage employer participation.
- Creation of press releases and media engagement related to organization's efforts
- Other tasks or duties as assigned

Qualifications

- Proficient with Adobe Create Suite and Canva
- Experience with graphic design
- Strong written and verbal communication
- Excellent interpersonal skills
- Familiarity with various marketing platforms
- Proficiency with Microsoft Office Suite

- Ability to collect and analyze data and formulate a course of action.
- Ability to maintain confidential information and materials.
- Ability to read, write and speak fluent English.
- Ability to communicate effectively in oral and written form, when interacting with groups and individuals, state and federal agency representatives and legislative bodies.
- Must have a valid driver's license

Working conditions

- This position will involve primarily working indoors
- Work will be conducted within the constraints of frequent interruptions
- Travel is often required but is primarily limited to the Grand Valley
- Early morning and evening hours are likely to be required on occasion

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 required on an almost continual basis. Must have adequate auditory abilities to respond to staff and visitors

Updated March 2024