

**Intern Outline & Responsibilities**

**Term:** Spring Semester

**Department:** Marketing & Public Relations

**Intern Coordinator:** Jonathan Strupek, Marketing & Public Relations Manager

**Projects:**

* Social Media
  + Develop a method of curating and organizing content every week for the Chamber’s Twitter, Facebook, and LinkedIn pages. This method should be easily transferrable for staff to use in the future.
  + Analyze and conduct reports on trends in our engagement rates, likes/follows, and promotional opportunities
  + Interact with our followers and on other pages/posts if applicable
* Website Management
  + Learn how to log into the backend of the Chamber website and update information as needed such as events, calendars, photos, etc.
* Press Releases
  + Craft press releases for upcoming Chamber-related events and other promotions
* Event Assistance
  + Help in creating different types of marketing materials such as posters, social media promotions, press releases, and other opportunities as needed
  + Attend events (if required) to assist in taking photos and videos and assist in running booths/tables as needed
* Photography & Videography
  + Take photos and videos at Chamber events, assist in taking b-roll footage around town or at events and assisting in other opportunities as needed
* Graphic Design (optional)
  + Assist in any graphic design needs such as updating event logos, crafting original marketing material and assisting in all other graphic design requests

**Responsibility Examples:**

* Submit content on Friday for the following week to be reviewed by Jonathan prior to scheduling posts; schedule content after approval
* Submit reports at the end of the week on social media page trends with thoughts/suggestions on how to improve
* Check with staff at the end of every week to ensure that the website calendar for the Chamber website is accurate
* Keep ongoing list of projects as assigned by Jonathan with a status report at the end of every week