



Marketing and Communication Internship

Overview

Intern Position Title: Marketing and Communication Intern

Position Summary: This internship is an opportunity for students to apply writing, research, planning & content creations skills in a fast-paced environment, as well as the opportunity to take the lead on projects.

Reports to: Dawn Hjelseth, Vice President of Marketing and Community

Internship Available During: Fall 2021

Work Schedule: 15-20 hours per week (during normal business hours)

Pay Rate: \$12/hour

Skills & Qualifications:

- Strong writing and content creation skills
- Strong knowledge of AP Style
- Good understanding of social media platforms
- Flexibility and strong organizational skills
- Willingness to take initiative on projects
- Independent time management skills
- Competent photography and video skills
- Familiarity with Adobe Creative Suite is highly valued but not required
- Familiarity with email marketing platforms is highly valued but not required

Application

Interested applicants should send a resume, cover letter and two writing samples to dawn@rivercitycompany.com

Description

Duties & Responsibilities (included, but not limited to):

- Produce articles on various topics for monthly newsletter and websites
- Write press materials and assist with non-traditional media opportunities
- Assist in gathering materials for presentations and downtown archive
- Assist in distribution of marketing materials to key locales throughout Chattanooga
- Create content for social media including Facebook, Instagram, Twitter, and LinkedIn
- Research for River City Company projects and programs

About River City Company

River City Company, a 501c3 non-profit, is the economic development engine for Downtown Chattanooga. Through its work to cultivate and advocate for a vibrant and healthy downtown, River City Company stimulates the community's economic, social and cultural growth.

River City Company

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