

City of Duluth
3167 Main Street
Duluth, GA 30096

MARKETING & SPECIAL EVENTS INTERNSHIPS (2)
Unpaid, Non-Employee Status
Public Information & Marketing Department

ANNOUNCEMENT:

The City of Duluth, Georgia (pop. 27,000) is accepting applications for the position of **MARKETING & SPECIAL EVENTS INTERNSHIP** (unpaid, non-employee) in the Public Information & Marketing Department.

The internship is designed to provide on-the-job training and experience in many aspects of event planning and management, marketing, advertising, media relations, social media and public relations in support of the City of Duluth. Interns will develop skills vitally important in today's fast-paced work environment including: analytical skills, team-based interaction, goal setting, strategic planning, the ability to work under pressure, and improved communication skills among others.

You can view the Department's webpage at: <http://www.duluthga.net/department/public-information-and-marketing/>

DUTIES & RESPONSIBILITIES:

EVENTS: Review schedules and operation of events and coordinate all the resources needed to ensure the events are successful. Monitor, track, and report to staff on all issues regarding events. Assist with answering inquiries about public events by phone and in person. Assist in soliciting business sponsorships for City events.

MEDIA RELATIONS: Research and create media lists for media alerts. Follow-up of current press releases via phone and e-mail to media outlets in order to secure story placements.

MARKETING: Assist in developing marketing plans. Research and create outreach lists for marketing material distribution. Organize, categorize, and fulfill requests from photo database. Gather demographic research.

MEDIA COVERAGE: Collect and maintain media coverage of the City of Duluth (newspaper clippings, internet stories, etc.)

WRITING: Assist in the creation of written copy, such as press releases, emails, schedules, and media advisories. Assist with gathering content, writing, and subscriber updates for various City newsletters and publications and e-mails.

SOCIAL MEDIA: Update content for social media accounts including Facebook, Twitter, Flickr, and YouTube

OTHER: Other general office and administrative tasks as may be assigned

HOURS:

Hours are extremely flexible--we will work around school schedules and other personal commitments in order to meet college internship requirements. However, some evenings and weekends may be required during special events.

MINIMUM QUALIFICATIONS:

Applicants must be at least 18 years of age.

Applicants must be a currently enrolled college student who will meet an internship/practicum requirement or receive academic credit through an internship.

Must be able to lift up to 50 pounds for event set-up including tables, chairs and special equipment.

Basic computer skills are required. Ability in graphic design and/or web design is especially desired. Must have working knowledge of Microsoft Word, Excel, and Power Point with the ability to learn other software programs used by the City. Should possess strong internet research skills.

These position(s) require a friendly out-going personality to work with the general public as well as entertainers at events.

Must report on time as agreed.

Must communicate clearly and effectively with the public and staff; ensure that all questions, requests, and concerns are resolved.

Must demonstrate professionalism, candor, grace, and a sense of humor under pressure.

Must be enthusiastic about producing events, bringing citizens and visitors together, and building the sense of community.

Must be very detail oriented with strong written and oral communication skills and excellent at problem solving in order to plan and manage events for thousands of people.

Must be reliable, self-motivated, and be able to work with limited direct supervision.

Knowledge and/or experience in event planning and management, marketing, advertising, media relations, social media and public relations is expected.

METHOD TO APPLY:

Interested persons should submit:

- a cover letter which introduces yourself, briefly explains your qualifications, and includes a detailed statement about what you hope to gain from the internship experience
- a comprehensive resume
- copies of all college transcripts (unofficial, student copies acceptable)
- a letter from your school describing the school's internship requirements

Applicants will be subject to a criminal history background investigation. Selected applicants will be interviewed by the Department Director and staff.

Send your application materials to:

Ed Johnson, HR Manager
City of Duluth
3167 Main Street
Duluth, GA 30096
By E-mail: ejohnson@duluthga.net

Contact Ed Johnson at 770-497-5290 with any questions.
You can also visit this posting information on our website at: www.duluthga.net/jobs

POSTING INFORMATION:

Posting Date: 11-28-2011
Open Until Filled

NON-DISCRIMINATION STATEMENT:

The City of Duluth does not discriminate on the basis of age, gender, race, color, national origin, religion, disability, or any other class or status protected by law, except where dictated by the requirements of the job or within the limits imposed by law.