



Job Description: Marketing and Communications Intern

The Marketing and Communications Intern at Lawrenceville Corporation (LCo) is responsible for assisting the Business District Manager to promote Lawrenceville to regional and national audiences, plan neighborhood-wide marketing events, and create content for Lawrenceville's social media and web presence. This is an hourly, part-time position from September 2020 to December 2020.

ESSENTIAL DUTIES & RESPONSIBILITIES

Perform duties and responsibilities that may include the following tasks:

Marketing and Communications

- Create content for social media and marketing activities that promote Lawrenceville to regional and national audiences.
- Contribute to production and distribution of print and digital marketing materials, collaborating with IC staff, local businesses, community organizations, and professional designers as appropriate.
- Contribute to maintenance of Ingham.com, including the online business directory, monthly newsletters, and regular blog posts.
- Distribute Lawrenceville Business Directory & Map.

Event Planning

- Provide marketing and event support for the Day of Cookies, Cookie Tour 2021 including small business promotion and participation, distribution of marketing materials, and vendor management.
- Attendance at events required, including evenings and weekends.

Administration

- Assist IC staff with day-to-day office administration.
- Maintain well-organized paper and digital records, files and databases for members, businesses, media, events, etc.
- Other duties as assigned.

EXPERIENCE & ABILITY:

- 1-2 years of experience in marketing, communications and community outreach.
- Knowledge of the Lawrenceville community and its small businesses.
- Access to reliable transportation.
- Ability to lift 25 pounds.
- Prior work experience with writing and photography.
- Strong verbal and written communication.
- Strong organizational skills with a keen attention to detail.
- Professional and positive attitude with a strong work ethic.
- Ability to work both independently and collaboratively in a small non-profit environment.