



### **Job Description: Marketing and Communications Intern**

The Marketing and Communications Intern at Lawrenceville Corporation (LC) 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 2019 to December 2019.

### **ESSENTIAL DUTIES & RESPONSIBILITIES**

*Performs 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 LC staff, local businesses, community organizations, and professional designers as appropriate.
- Contribute to maintenance of [lvpgh.com](http://lvpgh.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 Joy of Cookies, Cookie Tour 2019 including small business promotion and participation, distribution of marketing materials, and vendor management.
- Attendance at events required, including evenings and weekends.

#### **Administration**

- Assist LC 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 & ABILITIES**

- 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.

- Proficiency with Microsoft Office and WordPress. Familiarity with Adobe Creative Suite, Canva and/or database management a plus.

**Wage and Hours**

- 10-20 hours per week over the internship
- \$15/hour

**To Apply:**

- Email your resume, cover letter to Rachel Webber at [rachel@lawrencevillecorp.com](mailto:rachel@lawrencevillecorp.com)
- Applications will be accepted on a rolling basis