



Marketing and Community Outreach Internship Job Description

The Newark Downtown District (NDD) is seeking a motivated and enthusiastic Marketing and Community Outreach Intern to join our team. This internship offers a unique opportunity to gain hands-on experience in marketing, community engagement, and urban planning while contributing to the ongoing revitalization efforts in downtown Newark. The intern will play a crucial role in engaging with local businesses to assess their needs and how the NDD can provide assistance.

Responsibilities:

- Assist in developing and implementing marketing strategies to promote the Newark Downtown District.
- Collaborate with team members to coordinate and execute marketing campaigns, events, and initiatives.
- Research and identify partnerships, collaborations, and cross-promotion opportunities with local businesses and organizations.
- Write compelling articles, and newsletters to highlight upcoming events, attractions, and news related to the district.
- Capture and edit high-quality photos and videos for use in digital and print materials.
- Provide general administrative support to the Newark Downtown District team.
- Assist in maintaining databases, contact lists, and filing systems.
- Help with event coordination, including logistics, vendor coordination, and on-site support as needed.
- Work closely with the Urban Planning Department to conduct community outreach initiatives, including door to door surveys and; visiting local businesses, to gather feedback and input from residents and stakeholders.
- Perform other duties as assigned.

Requirements and Qualifications:

- Currently enrolled in a Bachelor's or Master's degree program in Marketing, Urban Planning, Business Administration, Public Administration or a related field.
- Excellent written and verbal communication skills.
- Creative and detail-oriented with excellent organizational and multitasking abilities.
- Familiarity with content creation tools such as Canva or similar software.
- Self-motivated and able to work effectively both independently and as part of a team.
- Excellent written and verbal communication skills.
- Knowledge of the Newark area and a passion for promoting its cultural and economic growth is a plus.

Application Process:

To apply for the NDD Marketing and Community Outreach Internship position, please submit your resume, cover letter, and any relevant portfolio or writing samples to marketing@downtownnewark.com. Only selected candidates will be contacted for an interview.

This is a hybrid position and will require commuting to our office in Newark, NJ for a portion of the week.