



Social Media Internship Job Description

The Newark Downtown District (NDD) is seeking a dynamic and creative Social Media Intern to join our team. Under the direction of the Marketing Department the intern will observe and assist with various projects assigned to/by the Marketing Department. The Social Media Intern will play a key role in enhancing the NDD's online presence and engaging with the community. It's essential that applicants to this position have excellent communication skills, demonstrate creativity, and understand the importance of attending to even the smallest details. This internship offers valuable hands-on experience in social media management and content creation in a fast-paced team environment.

Responsibilities:

- *Content Creation:* Develop and curate engaging content for NDD's social media platforms, including but not limited to Facebook, Instagram, and Twitter. Create visually appealing graphics, images, and videos to accompany social media posts.
- *Community Engagement:* Monitor social media channels for trends, discussions, and opportunities for engagement. Respond to comments, messages, and mentions in a timely and professional manner.
- *Campaign Execution:* Support the planning and execution of social media campaigns and initiatives to promote the Newark Downtown District's events, activities, and provide social media support for small businesses in the downtown district.
- *Collaboration:* Work closely with the Marketing team to align social media efforts with overall marketing strategies. Collaborate with local businesses, and community partners for cross-promotional opportunities.
- Perform other duties as assigned.

Requirements and Qualifications:

- Currently enrolled or recently graduated in a Bachelor's or Master's degree program in Marketing, Communications, Business Administration, or a related field.
- Excellent written and verbal communication skills.
- Creative thinker with a passion for storytelling.

- Creative and detail-oriented with excellent organizational and multitasking abilities.
- Proficient in social media platforms and tools, with a good understanding of social media best practices.
- 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.
- Creative thinker with a passion for storytelling.
- Familiarity with content scheduling tools (e.g. Hootsuite and Canva) is a plus.
- 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 Social Media 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.