



## **Job Description**

The Newark Downtown District (NDD) is seeking a motivated and enthusiastic Marketing and Social Media Intern to join our team. This internship offers a unique opportunity to gain hands-on experience in marketing and social media while contributing to the ongoing revitalization efforts in downtown Newark. The intern will play a crucial 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 marketing, social media management and content creation in a fast-paced team environment.

### **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.
- 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.
- 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.

- Monitor social media channels for trends, discussions, and opportunities for engagement. Respond to comments, messages, and mentions in a timely and professional manner.
- Support the planning and execution of social media campaigns and initiatives to promote the Newark Downtown District's events and activities. Provide social media support for small businesses in the downtown district.
- 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 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 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 Social Media Internship position, please submit your resume, cover letter, and any relevant portfolio or writing samples to [marketing@downtownnewark.com](mailto:marketing@downtownnewark.com). Only selected candidates will be contacted for an interview.

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