



Job Title: Digital Marketing Intern	Paid or Unpaid: Paid
Unit: DDP Corp and BIZ	Reports to: Director of Marketing and Communications, BIZ
Period of Internship: 3 – 6 months	Hours per Week: 15-20

PURPOSE/DELIVERABLE:

To assist and provide support to DDP Corp and BIZ Marketing and Communications efforts. Working under the guidance of and in close association with the Director of Marketing and Communications, BIZ, the Intern performs a variety of work assignments consisting of established, specific, and related tasks that have been selected to orient the employee in the practical application of basic principles, concepts, and techniques in the technical area of Marketing and Communications.

LEARNING OUTCOME:

- Acquire practical knowledge while working closely with the Director and develop a network of contacts in related industries.
- Organize and implement standard operating procedure for marketing-related lists and audience segmentation.
- Learn daily operations and special projects related to Marketing and Communications initiatives, activities, and programs.
- Gain experience using various software programs.
- Acquire practical knowledge and best practices relative to marketing and communications and internal customer service.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Participate in department meetings and events.
- Develop familiarity with all BIZ programs and activities for the purpose of contributing to a successful marketing strategy.
- Cross reference content in social media, events, and website.
- Update website and support social media strategy as needed.
- Provide friendly, courteous, and professional services at all times.
- Assist with coordinating weekly social media content.
- Assist with scheduling of conference rooms.
- Provide logistical support for events that is supported by the Director of Marketing and Communications, BIZ, including BIZ Connects, job fairs, board meetings, more.
- Perform industry benchmarking as needed.
- All other duties as assigned.

QUALIFICATIONS AND CORE COMPETENCIES:

- High school diploma
- Recent graduate or current college junior or senior pursuing an undergraduate or graduate degree in marketing, communications, journalism, or related field.



- Have a minimum of 2.5 GPA.
- Ability to maintain confidentiality and prioritize work in a time sensitive manner required.
- Excellent oral and written communication skills.
- Must be able to apply creative problem-solving techniques and independently manage assigned responsibilities.
- Excellent organizational skills and meticulous attention to detail.
- Must demonstrate ability to successfully project manage and prioritize multiple tasks, track details, follow-up, and prioritize work to meet deadlines.
- Proficient in computer skills including Microsoft Word, Excel, PowerPoint, SharePoint, Basecamp, Mailchimp, Adobe Creative Suite, etc.
- Ability to work collaboratively with a diverse set of people including staff, partners, and clients.
- Ability to exhibit a positive attitude with strong problem-solving skills.
- Willingness to demonstrate commitment to DDP's mission, vision, and core values.

Interested and qualified candidates can apply by sending a resume and cover letter to DDPcareers@detroitdetroit.org

Downtown Detroit Partnership offers a comprehensive list of benefits for eligible employees: medical, dental, vision, basic life, long-term disability, flexible spending account, pet insurance, and other voluntary benefits. We offer generous paid time off and holiday benefits.

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