



**Marketing Coordinator Intern
Part-Time Position
Unpaid Internship
40 hours/month
Hybrid**

ORGANIZATION BACKGROUNDS

North Park Main Street Business Improvement District

As a volunteer-based, 501(c)(6) non-profit organization, North Park Main Street (NPMS) advocates for North Park's business community, administers the North Park Business Improvement District (BID), and champions development that preserves the community's historic integrity, supports its Arts, Culture & Entertainment District, and promotes an urban, pedestrian-friendly shopping / dining environment..

Mission

To promote development that supports arts, culture, and entertainment, while preserving the historical integrity of North Park. To create a pedestrian-friendly destination for shopping, dining, and entertainment that supports our local businesses.

INTERN ACTIVITIES AND RESPONSIBILITIES

Under the general direction of the Business Improvement District Management, the intern will promote and implement a marketing campaign that helps brand North Park as a destination neighborhood. They will also help coordinate large-scale events (North Park Music Festival, Taste of North Park, Winter Wonderland, etc..) to drive local and regional tourism of our district.

Marketing, Events, & Social Media

- Support daily administrative tasks as assigned by Marketing Manager
- Take high quality photos and utilize editing best practices
- Help coordinate social media schedules
- Help plan and execute large scale events like our North Park Music Festival
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and graphics)
- Help distribute marketing materials

DESIRED SKILLS

- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Passion for the marketing industry and its best practices
- Ability to work independently and in a team environment

- Computer skills
- Good written and oral communication skills
- Ability to work a flexible schedule (some night and weekends may be required)

PROGRAM ELIGIBILITY REQUIREMENTS

To be eligible to participate as an Intern the candidate must meet all eligibility requirements to serve as a participant in the intern program including but not limited to:

- Possess a high school degree plus a minimum of two years college experience
- Be at least 17 years of age (note there is no upper age limit)
- Have proof of status as a US citizen or possess permanent resident status and be able to provide documentation as determined by CNCS

HOW TO APPLY:

Please submit your “Resume” expressing your interest and why you would like to be considered for the position to **manager@northparkmainstreet.com**

We are committed to diversity and inclusion in the selection process.