

Communications & Marketing Internship with Downtown Boulder

The Downtown Boulder Business Improvement District (BID) is a 49-block neighborhood where property owners tax themselves to make their community cleaner, safer and more vibrant. Working with our non-profit partner, Downtown Boulder, Incorporated (DBI), the Downtown Boulder BID is leading a new spirit of cooperation among property owners, businesses and the community by providing a range of enhanced management programs including maintenance, marketing, economic vitality and physical improvements. These program areas of the Downtown Boulder BID are designed to retain, expand and attract businesses and investment to improve the downtown environment. The result is the establishment of Downtown Boulder as the premier business, cultural and entertainment destination along Colorado's Front Range.

At Downtown Boulder, interns are an integral part of our busy marketing/communications team working on several projects and events simultaneously. Interns will gain both industry knowledge and real-world experience in a laid back but fast paced environment. Our interns focus on both long and short term projects that utilize multiple skill sets. Your unique internship experience with Downtown Boulder will be a reflection of the skills you are looking to develop. You will work side-by-side with the Communications Manager throughout your internship to discuss your goals and expectations, providing you the opportunity to tailor your time with us to help you meet these goals: *Earn course credit, build your resume and secure powerful references *Gain hands-on experience with new social media technology, ideas, trends and tools. *Excellent introductory position in the field of emerging media *Flexible schedule, with a minimum of 15-20 hours per week & four-month commitment *Work with an energetic and creative team

KEY RESPONSIBILITIES:

- * Support basic graphic design needs of the department.
- * Ensure online content is up to date on portals and social media sites.
- * Manage website event calendar and social media updates.
- * Monitor social media discussions and make recommendations.
- * Compile, edit and compose newsletter content.
- * Maintain and write Downtown Boulder Blog.
- * Assist in updating and maintaining website.
- * Work with information databases/ mailing lists.
- * Strive towards improving website and marketing performance (key metrics and qualitative goals).
- * Other duties as assigned (including: front office duties, gift card sales, event assistance).

SKILLS

- * Excellent verbal and written communication skills.
- * Must be able to work under pressure and short deadlines.
- * Must be able to organize and prioritize workload.
- * Must take initiative.
- * Must possess excellent time management skills.
- * Ability to work independently, as a team member, and work remotely from your team is required

EXPERIENCE AND EDUCATION:

- * Senior level college student preferred or junior with other applicable internship experience.
- * Must be able to receive course credit.
- * Pursuing Marketing, Communications, or similar degree.
- * Good computer skills, including Microsoft Office, with basic understanding of Adobe Creative Suite (esp. Photoshop), DreamWeaver & HTML knowledge a plus. * 15 hours per week (minimum) with deadline-driven deliverables.

Job Qualifications:

Qualifications should include students or graduates majoring in journalism, communications or public relations, excellent writing skills and understanding of AP Style, strong internet research skills, great communication skills with the ability to multi-task and work in a deadline-oriented environment.

Salary: Unpaid Internship

Opening Date: 12/10/2011

Application Deadline: 01/20/2012

How to Apply:

We are looking for someone to start in January and stay through April (or longer!) Please email cover letter, anticipated start date and resume to Eli Madrone, Communications Manager at eli@dbi.org. No Phone Calls Please. For information on Downtown Boulder please visit: BoulderDowntown.com