Position Description

Downtown Spokane is a lean team of highly diversified skills that advocate on behalf of Spokane’s central city core, providing clean, safe, development and promotional services. As an intern you will get to work with a variety of our staff, while working on real projects that will help us better serve our audiences.

Our ideal candidate is someone with a positive attitude who is obsessed with social media and is creative and thoughtful when interacting with online communities and building relationships.

We value all of our interns and go the extra mile to make sure you receive a learning experience that fits your career goals. You will become extremely knowledgeable in online communication, a master of twitter (and Hoot Suite manager), and understanding of the right tactics to combine online marketing with overarching outreach goals in a professional setting. You will also learn how to work in a professional environment and have ample opportunity to network with department leaders and other professionals in the non-profit and marketing field.

Responsibilities

- Assist in the growth of Downtown Spokane’s online audience.
  - Create a long term social media plan and marketing calendar.
  - Relationship building with the online community by maintaining Facebook, Twitter, LinkedIn, and other media accounts.
  - Track social media analytics using HootSuite and other software, and report results and new ideas to our marketing team.
  - Create compelling content that will be shared by influencers.
  - Creative feedback and viral loops between our Facebook Page, Twitter, and online accounts.
- Assist the Marketing Department in communications to various audiences.
  - Assist with content development and implementation of various eNewsletters.
  - Assist in the maintenance of the event calendar and newsroom at downtownspokane.org.
- Assist with press releases.
- Assist in the implementation of special events.
- Plenty of additional opportunities in related projects.

Qualifications

- Study in Marketing, Communication, non-profit management or other related discipline.
- Strong communication skills.
- Proficient in Microsoft Suite Office.
- Strong writing skills.
- Organized, with an ability to prioritize time-sensitive assignments.
- Creative and Flexible.
- Familiarity with social networking sites desired, but we will also train.
- Interested in the issues equal access to learning resources and generally socially conscious individual.
- Photography experience a plus.
- Interest in nonprofit management and community development.

Compensation

- The position begins September 2018 through the end of the year with possibility of extension.
- Flexible schedule, 15 hours a week depending on need.
- $11.50 per hour.

I have read the above and understand the terms and duties of my internship.

____________________________________  __________________
Signature                                  Date