

Job Posting

CDDC & Capsouth - Social Media & Marketing Internship

Under the direction of the Columbus Downtown Development Corporation and Capitol South Communications Manager, this internship position will assist with social media, marketing, graphic design, and content creation for two brands assets: Downtown Columbus and Columbus Commons. This position will also assist in executing day-to-day marketing tactics through channels including social media, email, print, digital, and an onsite presence. Additionally, this position will focus on content creation.

This part-time hourly Internship position will commence on January 31 through July 29, 2022, based on the candidate's availability as follows: January 31 through April 22, 2022, for two days per week (16 hours), and April 27 through July 29, 2022, for three days a week (24 hours). Additionally, some evening and weekend hours may be required.

Responsibilities

Downtown Columbus

- Support with all aspects of social media, including creating graphics, videos, and reels, taking and editing photos, engaging with social media fans, planning and executing the social media giveaways, scheduling content within Sprout Social, and more.
- Help with real-time social media content capturing and sharing live looks at Downtown Columbus, primarily through Instagram stories.
- Design graphics for our website, emails, and digital ad campaigns to promote Downtown Columbus.
- Archive and track ongoing media coverage
- Record metrics monthly for social channels and websites
- Assist in updating DowntownColumbus.com

Columbus Commons

- Support with all aspects of social media, including creating graphics, videos, and reels, taking and editing photos, engaging with social media fans, planning and executing the social media giveaways, scheduling content within Sprout Social, and more.
- Support with designing, assembling, and sending weekly Columbus Commons E-Newsletters
- Draft Columbus Commons onsite signage and install it in the park
- Assist onsite with events as needed (e.g., capturing content for social media stories, greeter, photography)

Qualifications

- A current college/university junior, senior or recent graduate majoring in graphic design, visual communications, public relations, communications, marketing, journalism, or related major.
- Experience with Sprout Social or other social media management platforms and WordPress is preferred
- Experience with Adobe Creative Suite (Adobe InDesign, Photoshop, Lightroom, Illustrator, etc.) and Microsoft Office is required.

Compensation

Internship compensation is \$17 per hour, no benefits, complimentary parking.

Interested candidates should send resume, cover letter, and a portfolio of social media and graphic design experience with **Social Media & Marketing Intern** in the subject line: humanresources@downtowncolumbus.com

COVID-19 considerations:

According to the federal guidelines, must provide COVID-19 fully vaccination record or commit to being willing to become fully vaccinated upon hiring.

We are an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.