

## Marketing and Special Events Intern – Summer + Fall Semester 2020



### About the Pittsburgh Downtown Partnership:

The Pittsburgh Downtown Partnership (PDP) is a non-profit organization committed to making Downtown Pittsburgh a great urban center through clean and safe services, transportation initiatives, economic development programs, advocacy, and marketing.

*The PDP is currently seeking interns for our summer/fall semester internship. We are looking to hire one to two interns to join our team from May through December 2020, with a potential extension through Spring 2021 considered at the end of the initial internship. This is a paid internship experience.*

### Position Description:

Gain experience in marketing, communications, and special events while helping to promote the vitality of Downtown Pittsburgh and the region. The internship will provide the intern with valuable, real-world experience in marketing and communications, as well as the opportunity to assist in planning and execution of special events.

### Duties and Responsibilities:

- Weekly e-Newsletter: Research events, write articles and organize photos for weekly e-newsletter
- Social media: Proactively write and create content for PDP's Twitter, Facebook, Instagram, and LinkedIn with fresh & interesting news, events, initiatives, etc.; keep up-to-date on the latest trends/applications for each outlet; research best practices and assist in creating analytic reports to identify trends
- Provide event planning support and assist in the execution of various PDP programs; including Farmers Market, Night Market, KidsPlay, Picklesburgh, Market Square fitness activations, Light Up Night®, Holiday Market, Holiday KidsPlay, and other events as required.

### Miscellaneous:

- Research and post events to the online events calendar
- Assist with various press releases and other writing projects
- Create and update contact lists
- Perform research and administrative tasks
- Assist with content creation, event staffing, and communications brainstorming with various PDP departments
- Willingness to work outdoors in a variety of weather conditions including but not limited to heat, rain, and winter weather
- Ability to work hours outside of a regular workday, including but not limited to early mornings, late evenings, and weekends
- Other duties as assigned

### Desired Characteristics & Requirements:

- Strong attention to detail
- Excellent communication and writing skills
- Strong customer service skills and comfort working with the general public
- Ability to multi-task and prioritize is essential
- Energetic, flexible, collaborative, and proactive
- Strong working knowledge of Microsoft Office Suite including Word, Excel, PowerPoint; Adobe Creative Suite and WordPress experience a plus but not required
- Experience or interest in utilizing various social media tools/platforms

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### **Internship Timeframe:**

Summer and Fall Semester 2020: Internship runs early May through end of December 2020

### **Hours:**

20 hours per week. Events will require occasional hours outside the normal work schedule.

### **To Apply:**

Resumes for the Summer/Fall Semester 2020 internship will be accepted until **Wednesday, February 26, 2020**

One to three applicable writing samples would be appreciated. Submit resumes, cover letters (with references), and samples to:

**Jack Dougherty**

[JDougherty@downtownpittsburgh.com](mailto:JDougherty@downtownpittsburgh.com)

**Director of Special Events**

**Pittsburgh Downtown Partnership**

**925 Liberty Avenue, 4th Floor**

**Pittsburgh, PA 15222**