

Marketing and Special Events Intern – Summer + Fall Semester 2021



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 2021, with a potential extension through Spring 2022 considered at the end of the initial internship. This is a paid internship experience. This will be a hybrid virtual + in-person internship experience. Schedule will be primarily virtual with in-person event shifts scheduled as needed. This hybrid schedule subject to change as PDP policy evolves through the ongoing COVID-19 pandemic.

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, and other events as required. Event planning and support will be contingent on which PDP events are feasible to hold throughout the ongoing COVID-19 pandemic.
 - COVID safety practices, including wearing face coverings and social distancing, will be required during onsite event work. These practices will be clearly communicated in advance and are subject to change as guidance evolves.

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

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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

Internship Timeframe:

Summer and Fall Semester 2021: Internship runs early May through end of December 2021

Hours:

20 hours per week, Monday - Friday. Onsite event work will require occasional hours outside the normal work schedule including weekends and evenings.

Pay:

\$12.00 per hour. Upon request, PDP will provide the information necessary for this internship to count towards course credit if desired.

To Apply:

Resumes for the Summer/Fall Semester 2021 internship will be accepted through March 12, 2021.

One to three applicable writing or content samples (blog posts, photography, social posts, graphic design, etc.) would be appreciated.

Submit resumes, cover letters (with references), and samples to:

Jack Dougherty

JDougherty@downtownpittsburgh.com

Director of Special Events

Pittsburgh Downtown Partnership

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