

Marketing and Special Events Intern – Spring Semester 2022



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 hiring for our spring 2022 semester internship. We are looking to hire one intern to join our team from January through April 2022, with a potential extension through summer and fall 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 partly virtual with occasional in-person event shifts and in-person office hours scheduled as needed. This hybrid schedule is 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.

Primary 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 and preparation of various PDP programs; including preparing for the summer's Farmers Markets, Night Markets, KidsPlay, Picklesburgh, Market Square activations, 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, may be required as necessary for 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 promotional initiatives and other writing projects
- Create and update contact lists
- Assist with 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

Marketing and Special Events Intern – Spring Semester 2022



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:

Spring Semester 2022: Internship begins in late January and runs through the beginning of May 2022.

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 Spring 2022 Semester internship will be accepted through December 31, 2021.

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

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

Jack Dougherty

JDougherty@downtownpittsburgh.com

Director of Special Events

Pittsburgh Downtown Partnership

307 Fourth Avenue, Second Floor

Pittsburgh, PA 15222