

Marketing and Special Events Intern – Fall + Spring Semester 2022-23



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 a fall + spring semester 2022-23 internship. We are looking to hire one to two interns to join our team from September 2022 through April 2023. This is a paid internship experience. This will be a hybrid virtual + in-person internship experience. Schedule will be primarily in-person with some virtual shifts scheduled. This hybrid schedule subject to change as PDP policy evolves.

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.
 - COVID safety practices, including wearing face coverings, will be required at times during in-person 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:

Fall and Spring Semester 2023: Internship runs September 2022 through end of April 2023

Hours:

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

Pay:

\$15.00 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 Fall + Spring Semester 2022-23 internship will be accepted through August 18, 2022.

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

Submit resume, cover letter, and samples to:

Jack Dougherty

JDougherty@downtownpittsburgh.com

Director of Special Events

Pittsburgh Downtown Partnership

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Pittsburgh, PA 15222