

Waterville Creates! Marketing Intern Job Description

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Marketing Intern.

Objective: Assist Waterville Creates! marketing department in the support and promotion of its marketing programs while supporting key administrative and programmatic initiatives.

Reports to: Marketing Manager

Primary Responsibilities (including, but not limited to):

Assist with day-to-day marketing efforts. Duties to include:

- Assist in the creation of written communication including advertising copy, announcements, press releases, marketing collateral, etc.
- Social media content creation and distribution
- Assist in the management of the Waterville Creates! events calendar and populating community event calendars with Waterville Creates! events
- Provide event support at Waterville Creates! events
- Represent Waterville Creates! at external networking events and meetings
- Assist in poster/flyer distribution for Waterville Creates! events
- Develop, distribute and measure weekly eNewsletter
- Database entry and maintenance
- Assist in measuring ROI of Waterville Creates! marketing
- Back-office administration (light filing, photocopying, note-taking, etc.)

The Marketing Intern will be responsible for assisting in the development and implementation of Waterville Creates! marketing, programming and business development initiatives. This will be accomplished through maintaining and expanding marketing communications across a variety of established and desired channels/ to reach the greater Waterville community as well as subset audiences of particular interest to Waterville Creates! including, artist networks, area businesses and Waterville Creates! Partners and community allies. The Marketing Intern will help the marketing manager support the day-to-day business administration of Waterville Creates! and assist the programming manager with programmatic initiatives as time allows.

Qualifications

- Excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Strong verbal and written communication skills
- Ability to work independently and as part of a team
- Excellent interpersonal skills and follow-up skills
- Knowledgeable regarding local arts institutions
- Proficiency in Microsoft Word, Excel, Internet, and Outlook required
- Ability to quickly learn a variety of basic office software programs
- Drivers license and access to a car