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April 2019

Position Title: Digital Marketing + Sustainability Intern

Job Summary:

The Digital Marketing + Sustainability Intern reports to the Manager of Digital and Social Media as part of the Technology Services Department and will provide a broad range of creative design, digital and social media services to the organization as well as support the organization's sustainability efforts. This position will support the Events and Marketing departments with development and programming of the digital signage and communications system in addition to social media content development, copywriting and media reporting. This position requires the ability to prioritize and handle multiple tasks simultaneously within a rapid-paced work environment.

Key Job Elements:

- Work with the Event Services, and Digital Marketing departments to coordinate digital signage content development and scheduling based on event needs
- Work with Manager of Digital and Social Media to develop Cobo Center branded materials for various departments
- Design and produce original content and templates for client use, including video production and editing
- Support management with the digital signage system, inventory and content libraries
- Develop marketing collateral for content specifications instructions, social media, sustainability and internal documents
- Work with event managers to support digital marketing initiatives and support clients by providing status deadline schedules and other related details
- Support for social media research activities
- Create presentations and other presentation collateral
- Track the growth and impact of social media on the business
- Update social media accounts with activities, events and brand messaging
- Assist with the brand transition process
- Support sustainability-related projects, marketing and events
- Monitor and respond to social media activities on a regular basis and build relationships with new and existing audiences

Qualifications:

- Education – Bachelor's degree in Marketing, Journalism, Public Relations or a related field preferred.
- Experience – Must have 1-3 years prior experience in the marketing industry. Proficient copy writing, copy editing and proofreading skills required. Possess clear understanding of mobile applications, websites and advertising. Excellent writing, editing and graphic design proficiency. Knowledge of sustainable operations preferred.
- Skills – Proficiency with Microsoft office suite, Adobe InDesign, Acrobat, Illustrator, Photoshop, PC and Mac based technologies. Uses resources and time effectively and efficiently. Graphic design and photography/ videography experience preferred. Adapts to change and understands that change is constant and necessary. Solves problems with effective solutions. Strong ability to lead, develop and streamline processes.
- Communication – Able to communicate effectively to a diverse range of audiences. Good oral, written and listening skills.
- Customer Focus- Is dedicated to meeting the expectations and requirements of internal and external customers.
- Team Player – Creates strong morale and spirit within team; deals effectively and tactfully with departmental personnel and the public. Behaves in accordance with Core Values.

TO APPLY:

Please go to the website listed below:

<https://recruiting.adp.com/srccar/public/RTI.home?c=1152751&d=ExternalCareerSite&r=5000277416406#/>

No Phone Calls

This position offers a competitive salary and benefit package.

Cobo SMG is an Equal Opportunity/Affirmative Action Employer, and encourages Women, Minorities, Individuals with Disabilities, and Protected Veterans to apply. VEVRAA Federal Contractor.